THIRTY-SOMETHING

THE BEATLES

MORTON DOWNEY JR.

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No. 286 APRIL 1989

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NUMBER 286 APRIL 1989

MAD

These days the meaning of "a faithful husband" is one whose alimony checks arrive on time!
—Alfred E. Neuman

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LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *associate editors*
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JACK ALBERT *lawsuits* ANNE GAINES *logistics*
GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

DEPARTMENTS

ANGST FOR NOTHING DEPARTMENT
"Thirtysuffering" (A MAD TV Satire) 4
BEAU JEST DEPARTMENT
Guys You're Likely to Meet Before Mr. Right 28
BERG'S-EYE VIEW DEPARTMENT
The Lighter Side of 18
BLADDER UP! DEPARTMENT
It's Safe to Go to the Bathroom When 34
COMMON CENTS DEPARTMENT
More You'd Be Rich if You Had a Nickel 38
GAUCHE STORIES DEPARTMENT
If Bad Taste Took a Holiday 10
GOING OUT IN A BLAZE OF GORY DEPARTMENT
Duck Edwing Contemplates Suicide 45
"I AM THE AD MAN" DEPARTMENT
When TV Commercials Make Full Use of the Beatles Songs 30
JOKE AND DAGGER DEPARTMENT
Spy vs. Spy 12,37
LETTERS AND TOMATOES DEPARTMENT
Random Samplings of Reader Mail 2
MARGINAL THINKING DEPARTMENT
"Drawn Out Dramas" by Sergio Aragones . . . . . **
PRIME SLIME ENTERTAINMENT DEPARTMENT
"The Moron Downer Jr. Show" (Another MAD TV Satire) 23
RIDING THE SCHOOL BUST DEPARTMENT
"21 Junk Heap" (Yet Another MAD TV Satire) 40
SERGE-IN GENERAL DEPARTMENT
Hand-Me-Down 9
Pot Luck 27
SHEER NOUN-SENSE DEPARTMENT
The Name Game of the Rich and Famous 16
SHOW AND SELL DEPARTMENT
Really Appropriate Sponsors for Rock Tours 13
SINGLES SEEN DEPARTMENT
Personal Ads that Remind Us of Somebody We Know 48

**Various Places Around the Magazine

COVER ARTIST: RICHARD WILLIAMS COVER IDEA: SERGIO ARAGONES

MAD (ISSN 0024 9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 8 issues $11.75 or 24 issues $29.75 or 40 issues $46.75. Outside U.S.A.: 8 issues $15.25 or 24 issues $38.75 or 40 issues $59.75. Entire contents copyright © 1989 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

VITAL FEATURES

"THIRTY-SUFFERING" (A MAD TV SATIRE) Pg. 4

THE NAME GAME OF THE RICH AND FAMOUS Pg. 16

THE LIGHTER SIDE OF... Pg. 18

"THE MORON DOWNER JR. SHOW" (ANOTHER MAD TV SATIRE) Pg. 23

IT'S SAFE TO GO TO THE BATHROOM WHEN... Pg. 34

MORE YOU'D BE RICH IF YOU HAD A NICKEL Pg. 38

SLOTS THIS ALL ABOUT?

We haven't the Vegas Idea!

We *casino* reason for you not to buy this *winning* collection of *longshots* and *sure-losers*— brought to you by the *one-armed bandits* at MAD!

Don't be a *chip-skate! Bettor* break the bank...take a *gamble* ...and *hit* the...

MAD JACKPOT

LETTERS AND TOMATOES DEPT.

TALES FROM THE DUKE SIDE

For more than 20 years I have enjoyed MAD for its societal satire and particularly your political satire. I must object, however, to your "Public Service Message" on the back cover of issue #284. Not only is it the same kind of negative message that has set such a disturbing precedent in this election year, but it encourages apathy in the form of not voting. Why not satirize the candidates themselves and encourage a truly American tradition—voting for the lesser of two evils!

Tony Gault
Santa Cruz, CA

Tony, you are right. Read our lips: From now on, we're going to have a kinder, gentler magazine. Obviously, you are one of the "thousand points of light" George Bush often spoke of, however dim! – Ed.

On the back cover of MAD #284 you tell your readers to "Just Say No!" to both Dukakis and Bush. Then, only a couple of weeks later, *The Washington Post* refuses to endorse either of them, blasting both candidates for being "flawed." How do you acount for such a respected newspaper following the lead of a clod-like mag like MAD?!

Doug Markell
Sepulveda, CA

This isn't the first time this has happened. Longtime MAD readers will remember the *New York Times* "Fold-In" scandal, the *Boston Globe's* "Lighter Side of Cape Cod" rip-off, and the *Staten Island Register's* infamous "A Peek Behind the Scenes in Tottenville"! – Ed.

Keith Veraldi of West Hollywood, CA, recently sent us this cartoon from the *L.A. Times*. We must respectfully say, however, that we know Alfred E. Neuman, we work with Alfred E. Neuman, Alfred E. Neuman is a friend of ours...Mike Dukakis, you're no Alfred E. Neuman! Dan Quayle on the other hand...

IT'S IN THE BAG

In the "Letters and Tomatoes" Dept. of MAD #284, Jason Denison of Cornish, ME told us he found "Alf's Celebrity Cat Cookbook" so disgusting, it caused him to fill five paper bags with vomit in two minutes (talk about disgusting!). We then asked readers to calculate how many bags Jason would fill by age 63! Strangely, people took the time to answer us! Responses ranged from a low of 100,800 to a high of 1,064,111,664, with most answers in the 56 million range (top answer: 56,214,000!). We'll print the correct answer and the names of prize winners sometime after MAD #644, when Jason turns age 63 and finishes! In the meantime, feast on these comments:

By age 63, Jason will have a grand total of 41,868,000 bags. This figure does not include the incalculable variables of coffee breaks, occasional dry heaves and interrupting phone calls. Thanks for such a pertinent and fascinating puzzler!

Tim Cortina
Pomona, CA

Jason Denison from Cornish, ME, is going to fill 56,214,000 paper bags with his vomit by age 63. That's enough to cover the town of Cornish to a depth of six inches. Then where will we get all our Cornish game hens?

Jason Brush
Copperopolis, CA

This is a trick question! Everyone knows he will puke himself to death in less than a week!

Eric D. Snider
Lake Elsinore, CA

Other readers who wasted their valuable time trying to solve our pointless puzzle include:

William Allen, Carmel, CA; Jimmy Folsom, Chatsworth, GA; Joshua Hostetler, Richmond, VA; Anand Chandarana, Indian Head Park, IL; Adam Bier, Albany, CA; Josh Cohen, Marlboro, NJ; Brian Goss, Houston, TX; Brandon Broeffle, Ojai, CA; Brian Anderson, Seattle, WA; Ron Griffiths, Corvallis, OR; Ryan Danley, Evergreen, CO; John Marshall, Menomonee Fall, WI; Jamie Quaderer, Maple Grove, MI; Wade Smith, Somewhere, USA; Kevin Landtroop, Victoria, TX; Bruce Frey, Stratford, NJ; Gregory Tompos, Avon Lake, OH; Rob Dennis, Walnut, CA; Eric Seyler, Sanborn, NY; Joshua Tompkins, Mars, PA; Rachel Mintz, Washington, DC; Chris Linskey, Galveston, TX; David St. Peter, Champaign, IL; Jason La Pier, Elmira, NY; Brian Manning, Bronx, NY; Jose Martinez, Oxnard, CA; Dan Hill, E. Dennis, MA; John Shults, Lake Ariel, PA; Pedro Morgate, Jr., Moorestown, NJ; Daz A. Lara, Lancaster, CA; Michael Munson, Arlington, VA; Tom Gubiotti, Lincolnshire, IL; Nathan Hebel, Fort Wayne, IN; Rebecca Davis, Bridgewater, NJ; Stephen Cunningham, Chapel Hill, NC; Steve Gallentine, Temple City, CA; Shawn R. Moore, Baton Rouge, LA; Jim Osborne, Blacksville, WV; Trevor McDonald, Vidalia, LA; Jason Masciolli, Punta Gorda, FL; Jon Bowman, Woodleaf, NC; Jack Droughan, Macon, GA; Nick Bentley, Oklahoma City, OK; Joe Pukatsch, Wilmington, DE; Nick White, Round Lake, NY; Corey Bean, Chapel Hill, NC; Brenda Killachey, Rochester, NY; Todd McMahon, W. Seneca, NY; Marlee Segers, Crete, IL; Kris Short, Connersville, IN; David Herman, E. Windsor, NJ; Kevin O'Donnell, Cincinnati, OH; Robert Conrad, Kenosha, WI.

BURGER ZING

I used to respect you clods until I read "Other McD.L.T.-Type Ideas We'd Like to See from McDonald's" in MAD #283. Do you realize that if we used any of your proposed measures to improve our quality, service and cleanliness, that all of our customers would die from shock?! How heartless and inhumane can you get?

Eli Eldridge
McDonalds #571
Elsmere, DE

Have it your way! We made a mistake with this article and it was a whopper! – Ed.

"A MAD LOOK AT FAT"

I feel that "A MAD Look at Fat" by Sergio Aragones in MAD #283 was totally unrealistic, especially the cartoon of the man on the airplane. It showed him with sweat dripping off his face and sweaty, smelly armpits, implying that all fat people are dirty, ugly, smelly and sweaty. Many fat people are very nice, and are also clean and dry.

Adam Urquhart
Ontario, Canada

Adam, obviously you've never sat next to Bill Gaines on a seven-hour flight to Paris! – Ed.

MORON MAIL

My friend Jennifer and I have built a shrine and started a pagan religion to honor MAD. We dress only in burnt umber, shave our eyebrows and dye our fingers and toenails robin's egg blue. So far we have 50,000 followers, including most of Cherry Hill H.S. West. Our history teacher is quite taken with our new religion, so it must be okay. Donations are accepted!

Eva Milstein
Cherry Hill, NJ

We're not surprised! The students of Cherry Hill H.S. have a long history of worshipping false gods. We did some research and, broken down by graduating classes, here's just a partial list of the objects of their fanatical devotion:
1961: Morey Amsterdam
1969: a Sluggo Pez dispenser
1974: one of the Doublemint twins
1980: Morey Amsterdam, again!!
1985: A tie: Ronald Reagan and non-fat dry milk
– Ed.

"PRIME" RIB

In MAD #284's "Careers for Athletes Past their Prime," you forgot to mention the job for ex-hockey goalies: Jason stunt doubles in "Friday the 13th" films!

Rob Ziolro
Dupont, PA

Fa fa fa! We've given "Careers" writer Paul Peter Porges two minutes in the penalty box for being scored on by a yahoo from Dupont, PA! – Ed.

HEAVY METAL MADNESS

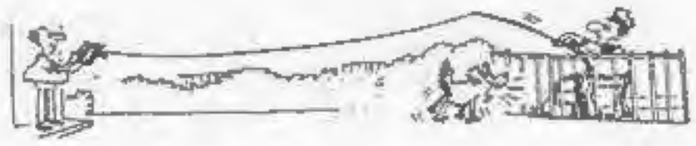
Sharp-eyed head bangers may have noticed that the fabulous art-work on the back cover of the new Anthrax album *State of Euphoria* was drawn by MAD's own Mort Drucker! For goofy metal fans who didn't see it, look!

GIVING US THE NEEDLE

I have just finished reading MAD's "Catch of the Day." Do you think you could give me the phone number of the guy who's holding the needle? I might like to call him up sometime! He has great legs!!

Heather Alexander
U.S.A.

We've received many inquiries from interested women (and a few men!) regarding the true identity of the hunk pictured on the back cover of MAD #283. While federal laws prohibit us from revealing his phone number, we can tell you he is single, available and hygenic! Any interested parties can write to him c/o "The MAD Fisherman." To insure privacy, mark envelopes "personal." Photos optional, but preferred!
– Ed.



NUDE FOR THOUGHT

Until reading "The *Real* Demographics of Various TV Audiences" I had no idea that Blair Brown had done a nude scene. Thank you, Thank you, THANK YOU!

R. Moore
Long Beach, CA

You're welcome, you're welcome, you're welcome! You'll also be happy to hear that tentative plans call for Estelle Getty, Roseanne Barr and Hugh Downs to appear nude in the upcoming motion picture *Dan and Marilyn Quayle: The National Guard Years*. – Ed.

WHAT'S EATING THEM?

I've been enoying MAD for 25 years and I rarely find anything too repulsive to handle. But those disgusting cannibal cartoons by Duck Edwing (MAD #284) made me unhappy enough to write. They were too sick! Your other features maintain a high level of entertainment. There is no place in MAD for sick, bathroom-oriented humor. Come on guys, you can do better than this!

Amy Jillian Bucci
Madison, WI

Sorry, but you are wrong. Very wrong. Our other features have no higher entertainment value than any of Duck's garbage! – Ed.

In your January '89 issue there were three cartoons by Duck Edwing containing graphic depictions of cannibalism. I am personally shocked and appalled by the very poor taste demonstrated in these pages. I'm not talking about the subject matter, of course, but the extreme fashion faux pas! Does Mr. Edwing really think that the discriminating cannibal wears Bermuda shorts and ankle bracelets? I mean really!

Dan Povenmire
Los Angeles, CA

SEPARATED AT MIRTH?

On the left is the cover of the November 14, 1988 edition of *The New Yorker*. Does it remind you of the April, 1978 edition of MAD on the right? Don't answer right away, just mull it over in your mind. We are sure you'll come up with the same answer we did. Who would have thought this could happen in *The New Yorker*...Yes, *The New Yorker*!

Please Address All Correspondence To:
MAD, Dept. 286, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-possessed, stamped envelope!

ANGST FOR NOTHING DEPT.

There's a hot ensemble-cast show that just won a slew of Emmys! It's the kind of show that most viewers seem to either love or hate, or love to hate! It's dark, it's moody, it's depressing, it's...

thirtysuffe

So tell me. What's this show **about?**

It's about people **suffering** through the **great depression** of the 30's!

Not again! They already did that with **The Waltons!**

No, no! The people in this show are **Yuppies** of the **80's!** They're **depressed** because they are **IN their 30's!**

Who's that **couple** on the left?

That's **Migraine Schlepman** with his wife, **Cope**, and their daughter, **Gamy!** They both share the same **hopeless, wishful dream!**

And what's **that?**

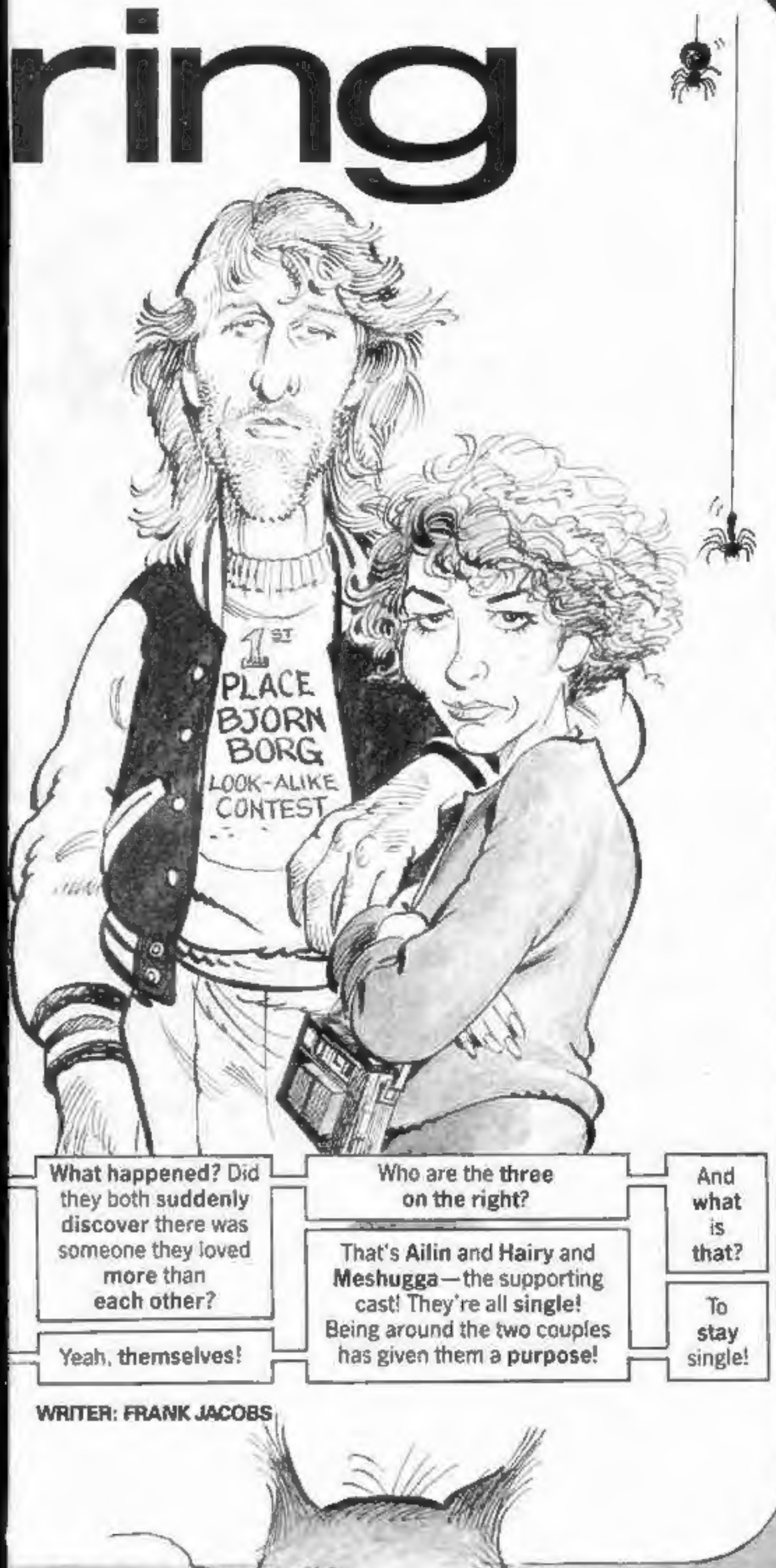
That they were **still** in their **20's!**

What's with the **bearded guy** and the **blonde?**

That's **Ellyup** and his wife, **Naffy!** They used to be **very close**, but now they're talking about getting **divorced!**

ARTIST: MORT DRUCKER

ring



What happened? Did they both suddenly discover there was someone they loved more than each other?

Yeah, themselves!

Who are the three on the right?

That's Ailin and Hairy and Meshugga—the supporting cast! They're all single! Being around the two couples has given them a purpose!

And what is that?

To stay single!

WRITER: FRANK JACOBS

Ellyup. we're five minutes into this episode and I haven't felt the slightest twinge of anxiety or despair!
How's this? We've just lost our two best accounts and are near bankruptcy!
That helps a little...
Also, you're impotent, your Rolex is fake and your daughter considers you a failure at Lego-building!
It's not as much despair as I'd like, but it will get me through the day!
MAD POSTER
THE BUCKS STOP HERE
NEW PRODUC

Why do we endure such pain on this show? Is it God venting his wrath?
It's the network discovering there are millions of masochistic viewers who get off on misery!
Does that mean we're doomed to suffer forever?
Let me put it to you this way! Next season they are laying in a sob track!

QT DRUCKER

Misery on prime time! I can't believe it!

You gotta remember that ABC was desperate! They were willing to try anything after "Dolly" and "Slap Maxwell"!

Well, at least our series has more appeal than those dull shows on PBS!

Actually, PBS considered doing this series, but decided instead to air a 38-part documentary on the hopelessness of Midwestern farmers!

I guess they wanted something more educational!

No—they wanted something more upbeat!

Cope. I often worry that Garny isn't really our child!

That's why I worry!

What were they?

Hey! Hey! That's my baby, all right!

She's a happy, normal baby!

She said her first words today!

"What good am I?"

Do you fantasize while we're making love?

I have to! Without the half-dozen fantasy scenes in each show, we couldn't fill up the hour!

YUPPIE U.

I wonder who she's fantasizing about. Probably some dashing, incredibly exciting stud!

What a turn-on this is—being carried off by Sir Lancelot, the sexiest knight of the Round Table!

Actually, I'm Sir Sheldon, the dentist of the Round Table! I'm here to show you the joys of medieval flossing!

It figures! Even the fantasies on this show are downers!

FOR SOOTH

FOR TOOTH

Now that we're through making love, tell me... was it good for you?

Only if it was good for you!

It's only good for ME if it's good for YOU! And even then I feel guilty wondering if MY feeling good is more fulfilling than YOUR feeling good!

If it makes you feel any better, MY feeling good was much better than YOUR feeling good!

It's like I feared! You only think about yourself!

THIS QUILT IS NOT SHRINK PROOF

Will we ever really solve our problems, Hairy?

Well, as Plato said, "One leaf does not make an artichoke"!

Plato said that?

Maybe it was Ann Landers! Or Lionel Ritchie! Or Wile E. Coyote! It really makes no difference as long as we have at least one irrelevant cultural reference every show!

Naffy, why did you split up with Ellyup?

He makes me feel unattractive! On a scale of 1 to 10, he rates me a 9!

Golly, a 9 seems pretty high!

He rates Margaret Thatcher a 10!

Let me in, Naffy, so I can tell you about this new counseling clinic I've found! They've had great luck with other couples!

Like who?

Mike Tyson and Robin Givens, and Sylvester Stallone and Brigitte Nielsen!

Those relationships were disasters!

Disasters for them! Great luck for this series! Without you and me split up, each episode would be a dramatic nothing!

Migraine, how have you and Cope kept your marriage going?

Through communication! Every night after dinner we talk about our frustrations, our resentments, our anxieties...

Isn't there any small talk?

For us, that is small talk!

What about larger issues, such as toxic waste and world hunger and the threat of nuclear destruction?

We save those for vacations!

HAVE YOU SEEN THIS SHEEP?

GOAT'S MILK

Cheer me up, Hairy! Tell me I'm not a failure!

You ARE a failure, but look at the up side! You fail in ways other people only dream of failing in! In fact, you're the most complete failure a man could be!

That makes me feel ever so much better!

Who are you? Where am I?

I'm St. Peter and this is your death fantasy! As we speak, God and Satan are bargaining for your soul!

At least I'm wanted somewhere!

Not exactly! They're both exercising their right of first refusal!

I've always resented you, Cope! As kids, you always had better grades, neater boyfriends, flashier zits! You always outshone me!

But now YOU'RE free and single and I'M up half the night with Gamy and have to live with a stressed-out husband and a 20-year mortgage! Doesn't that tell you something?!

It sure does! Now you're even outsuffering me!

DR. RUTH

My love life is the pits! My career is going nowhere and I'm filled with resentment! Why am I so miserable?

Most likely you're manic-depressive as well as schizophrenic! Not to mention being totally stressed out!

You make me sound like a schmuck!

Oh yeah, that too!

All this pain and grief! Will it ever end?

It's got to end! After all, we won't stay in our thirties forever and ever!

That's right! Fifty years from now, all our troubles will seem like nothing!

PERKINS Cafe

MISTER

Here we are in our big Golden Age Fantasy! We've all survived into our eighties!

Dadgummit, Cope! My arthritis is really killing me!

Big deal! I've got tired blood, apoplexy, and half a liver!

Fifty years later and you're STILL out-suffering me!

I'm a failure at shuffle-board, a failure at checkers and a failure at Bingo!

Good grief, Ellyup, you're not dead yet!

I know! I'm a failure at that too!

Some prophet you are, Migraine! We've got as many anxieties and worries as we had in our thirties!

By cracky, you're right! But with all our old-age misery, we could create a new break-through TV series! And I've got just the title—"eightysuffering"!

BOLLA SOAVE

1997

TV

ALL MY GREAT-GRAND-CHILDREN

THE GONG SHOW LOST EPISODES

HAND-ME-DOWN

GAUCHE STORIES DEPT.

"Death Take a Holiday" is a great 20th Century American play that no one's read in 200 years. Anyway, we thought this was a pretty wild idea. If Death can take off, how about some of the other awful things in life, like Bad Taste (a subject on which we consider ourselves experts) Wouldn't it be great to have a break from hemmorhoid commercials, transvestite pop stars and drive-thru funeral homes? We say, Yes! Of course, it'll never happen, but here's what it might be like...

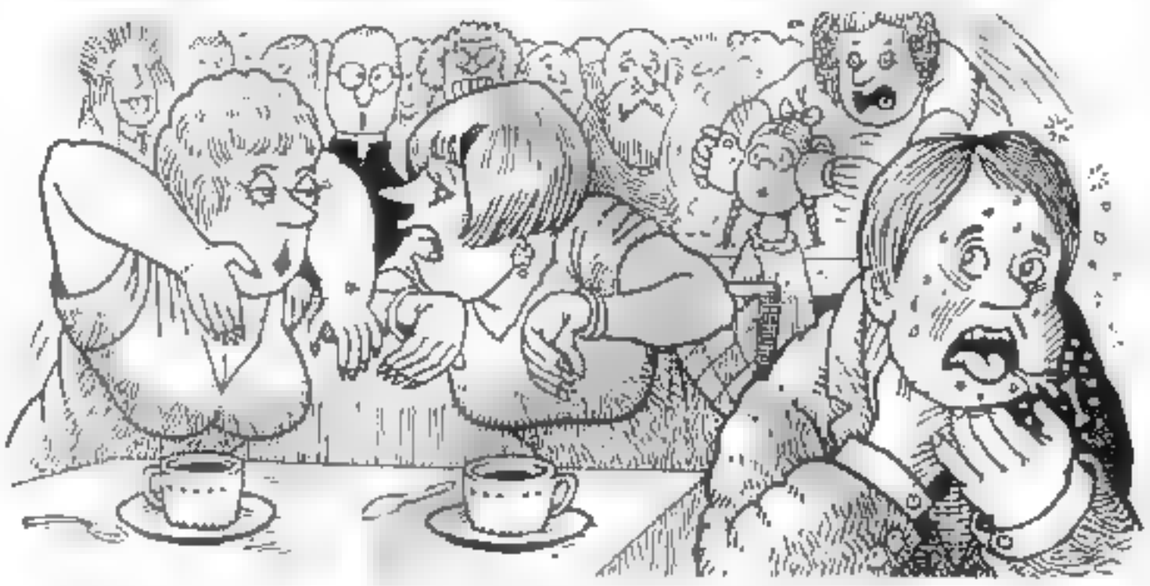
7:30 Today Show *weatherman Willard Scott does an entire weather segment without once mentioning, removing, or imitating one of the muppets with his toupee.*

8:01 Fire completely engulfs the sole manufacturing plant for custom car-horns that play "La Cucharacha."

MY WEDDINGS.
MY MEMOIRS
POSSIBLE TITLES
1. CELLULOID SLUT.
2. I DID IT THEIR WAY.
3. TOO MUCH TOO SOON TOO OFTEN.
I NEVER MET A BOOZE I DIDN'T LIKE.

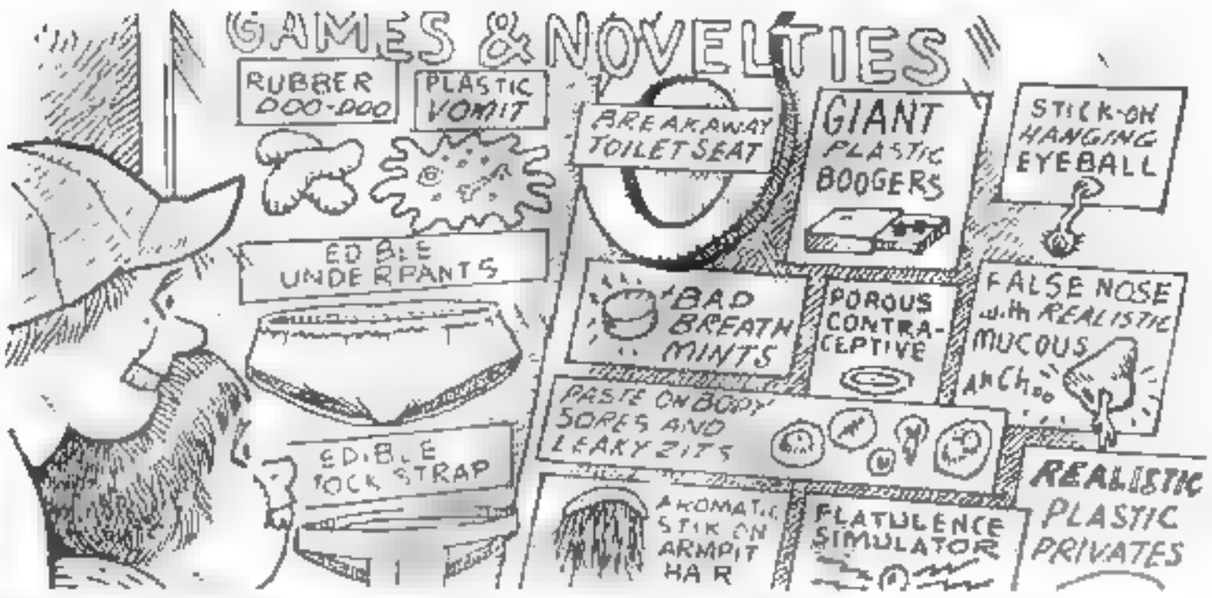
9:17 A well-known but anonymous movie actress quietly leaves the Betty Ford Center in Palm Springs, cured of both her urge to drink...and her urge to write a book about it.

9:52 Apologizing for their "bad lapse in judgment," sheet music publishers recall and burn all marching band arrangements of "Yesterday," "The Sound of Silence" and "Feelings."



10:09 In the middle of a crowded Miami restaurant, two women discussing their gynecological problems actually lower their voices.

10:43 Producers of an upcoming "Legends of Hollywood" TV special learn that, due to a scheduling conflict, Emmanuel Lewis will be unable to appear.

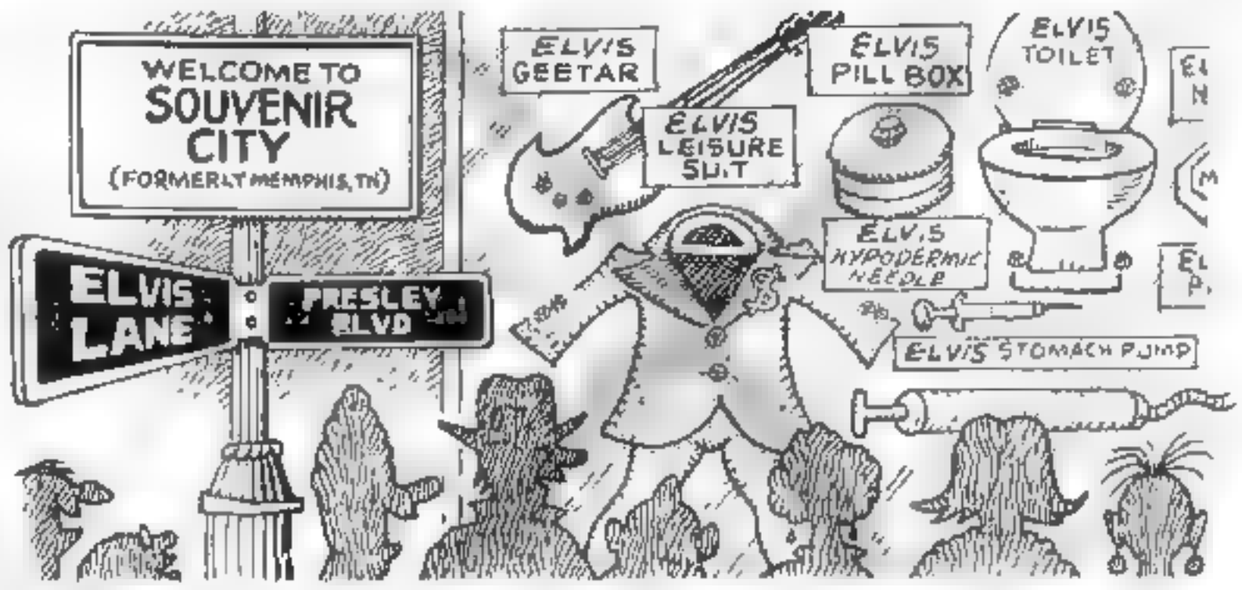


11:15 By a 98–2 vote, the Senate approves a farm-subsidy-like program which would pay practical joke and novelty companies to not produce Rubber Dog-Doo, Fake Vomit and Edible Underpants.

11:48 Jacko's "Green Card" is revoked.

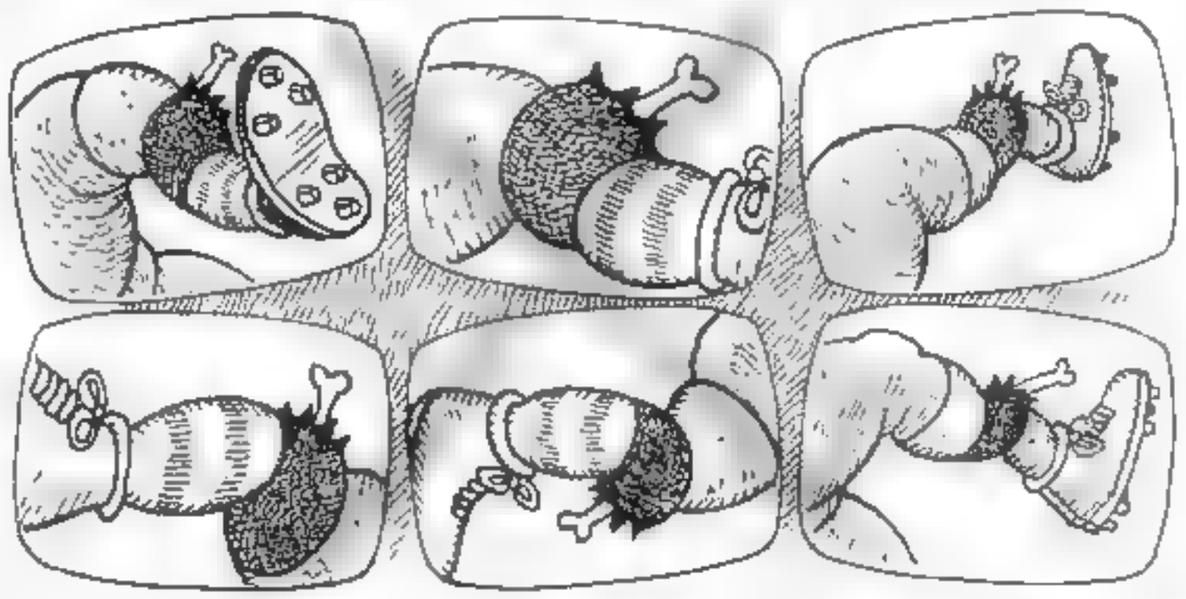
IF BAD TASTE TOOK A HOLIDAY

12:00 Proprietors of all the Elvis Presley Souvenir Shops in his home town of Memphis jointly announce that they are closing their doors permanently and advise fans of "The King" to just buy his records.



1:11 The License Commissions of all states unanimously vote to outlaw personalized license plate messages.

2:23 After a star NFL halfback suffers a gruesome compound leg fracture during a televised game, the CBS Sports Director does not replay the accident eight times from six different angles.



2:59 At an informal "organizing session" in San Francisco, practitioners of a bizarre and disgusting new sexual fetish vote to "stay in the closet."

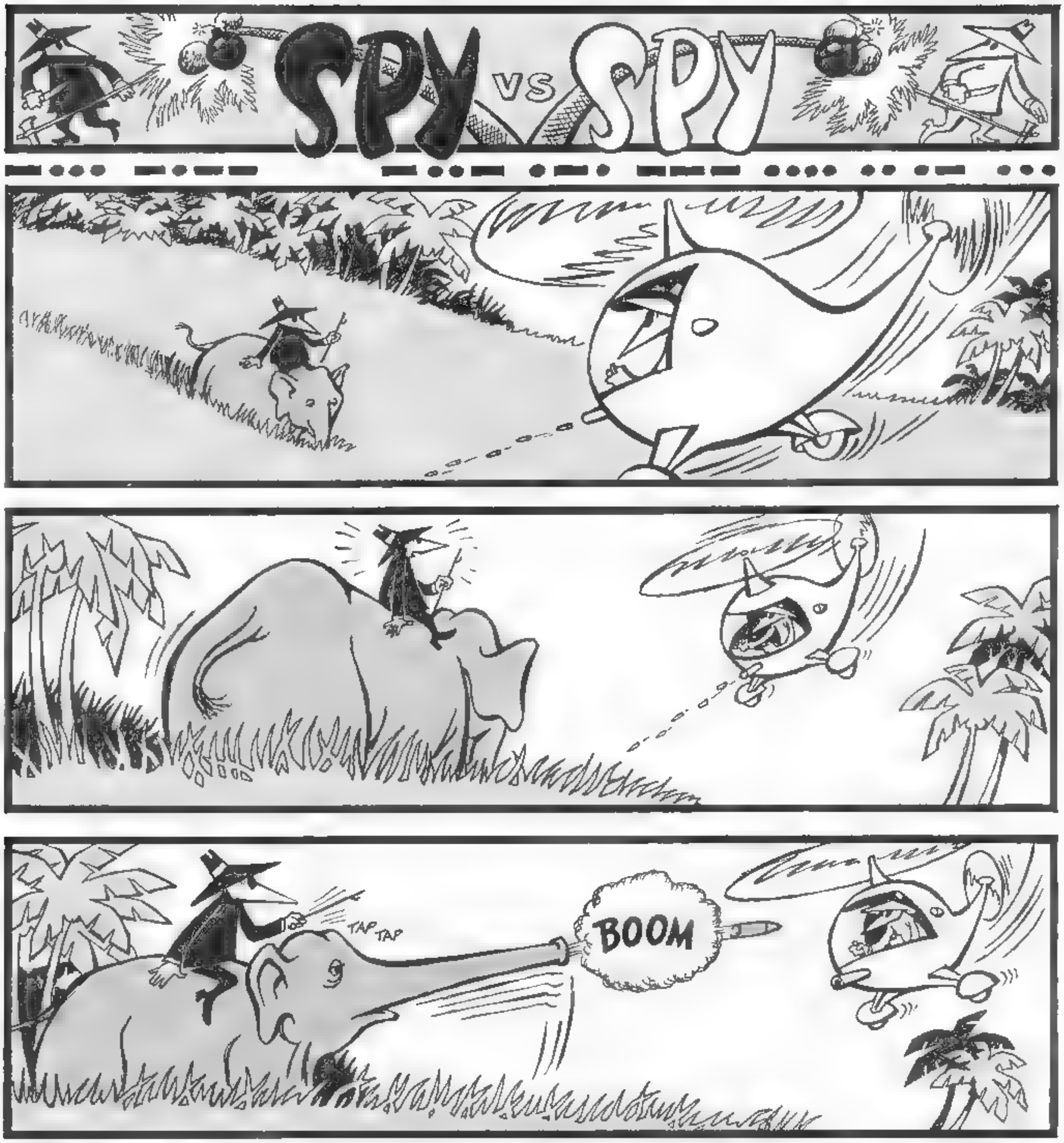
3:36 On her way out to a Cleveland K-Mart, 400-pound Myra Flornoe decides—at the last minute—to change out of her halter-top and shorts, brush her teeth and bathe.

4:20 TV Evangelist Oral Roberts tells his viewers that if he doesn't get $8 million in contributions by the end of the month, "I'll just have to get by on less than that."

5:00 MAD artist Duck Edwing runs out of ink.

5:53 When a distraught man climbs out on the 21st-story ledge of a New York high-rise, all 498 people watching from below are able to restrain themselves from yelling "JUMP!!"

ARTIST: AL JAFFEE WRITER: MIKE SNIDER


SPY VS SPY
TAP TAP
BOOM

SHOW AND SELL DEPT.

Nowadays, when a major rock act starts a concert tour, they don't just take along amps, lights and instruments. They also take along the sponsorship of a huge corporation that pays tour expenses in exchange for its products being associated with the big-name artist! The problem is, the products seldom match the musicians! What does Phil Collins have to do with Virgin Atlantic Airways?? Heck, Michael Jackson doesn't even *drink* Pepsi! If any Madison Avenue hotshots are out there reading this, would you *please* try some of these...

Really Appropriate Sponsors For Rock Tours

WRITER: CHARLIE KADAU

IN CONCERT

FAT BOYS

brought to you by SWANSON

HUNGRY-MAN DINNERS

Knott's BERRY FARM

Their *LARGEST* Arena Tour Ever!

A Big, Beautiful, Portly, Stout and Husky Concert Promotion

August 5, 6, 8
Show Starts 8 PM/Snack Bars open 4:30 PM
Tickets $27.50, $25.00

SALVATION ARMY THRIFT SHOPS

Concert Series Presents

CYNDI LAUPER

The Large Metal Bin of Old, Torn and Used Clothing Tour

APRIL 12-13

THIRD SHOW ADDED!

SUNDAY, APRIL 15th

All Seats $25.00

To reserve seats call JL5-8000

THE SALVATION ARMY

REUNION ARENA

LIVE!

Clearasil

In Association With

OXY10

and

STRIDEX

Presents

Debbie Gibson

Tiffany

An Oily Skin Production

SOLD OUT!

RADIO CITY MUSIC HALL

One Night Only! November 29th 8 PM **With Special Guest** MENUDO

A ONCE-IN-A-LIFETIME CONCERT EVENT!

ELTON JOHN PHIL COLLINS JAMES TAYLOR

TOGETHER FOR ONE NIGHT ONLY!

Sy Sperling says: *"I'm not just the Hair Club President I'm also with the band!"*

Receding Hairline Shows, Inc.

HOLLYWOOD PALLADIUM

Presented By The Hair Club for Men®

June 2nd All Tickets $35.00 To charge call TICKETBOX 555-6780

MICK JAGGER ON TOUR

with special guests

CARLY SIMON STEVE TYLER

presented by

ChapStick

Another Chap Stick "Lips Across America" Presentation

December 10 & 11

24-HOUR TIX INFO: 555-7171

THOMAS & MACK CENTER

University of Nevada Las Vegas

PRINCE

sponsored by

VALVOLINE

MOTOR OIL

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event

July 21-24

TICKETS ON SALE NOW!

$35.00/$30.00

ONLY AREA APPEARANCE THIS YEAR!

PANTAGES THEATRE

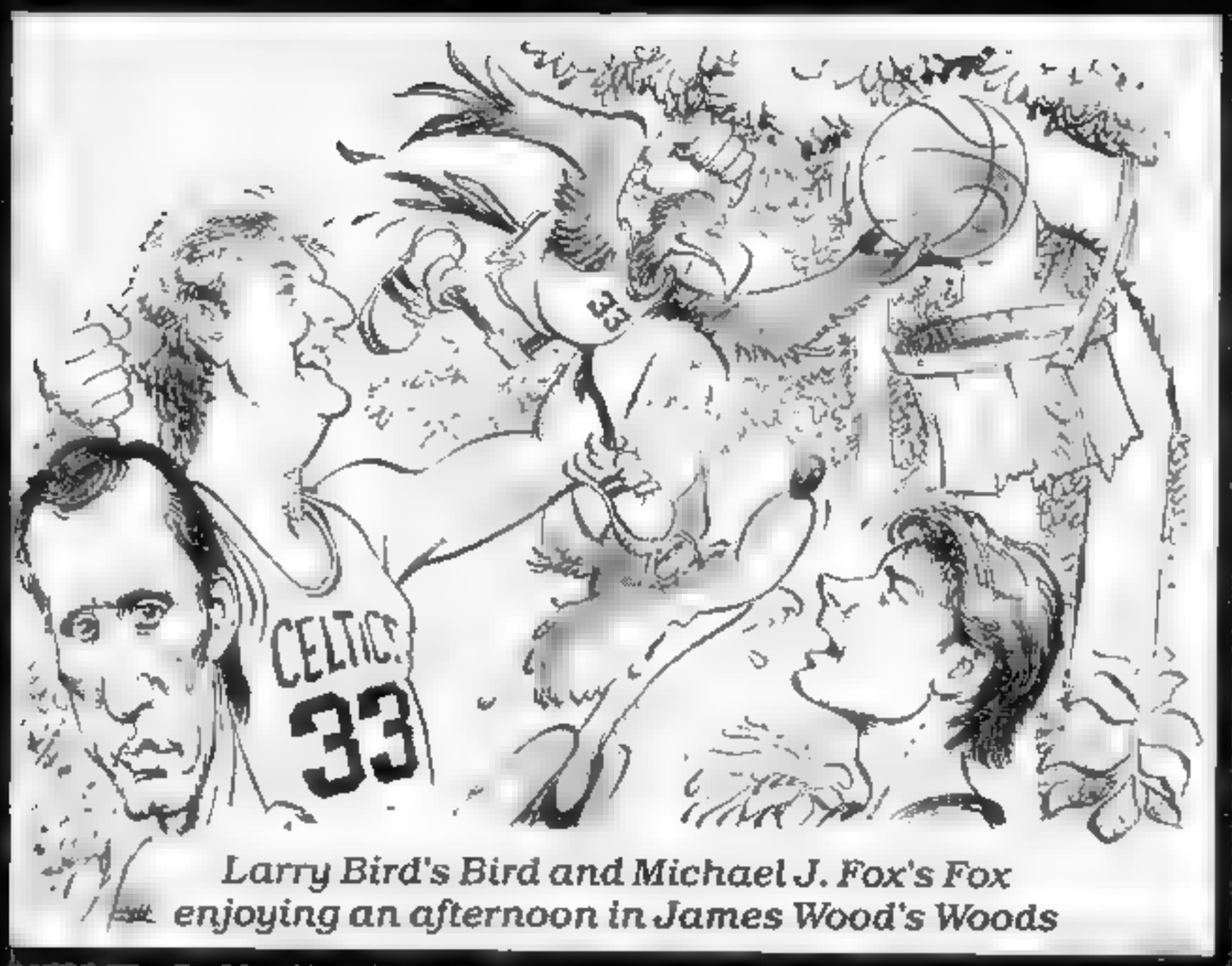
6233 HOLLYWOOD BLVD. AT VINE

SHEER NOUN SENSE DEPT.

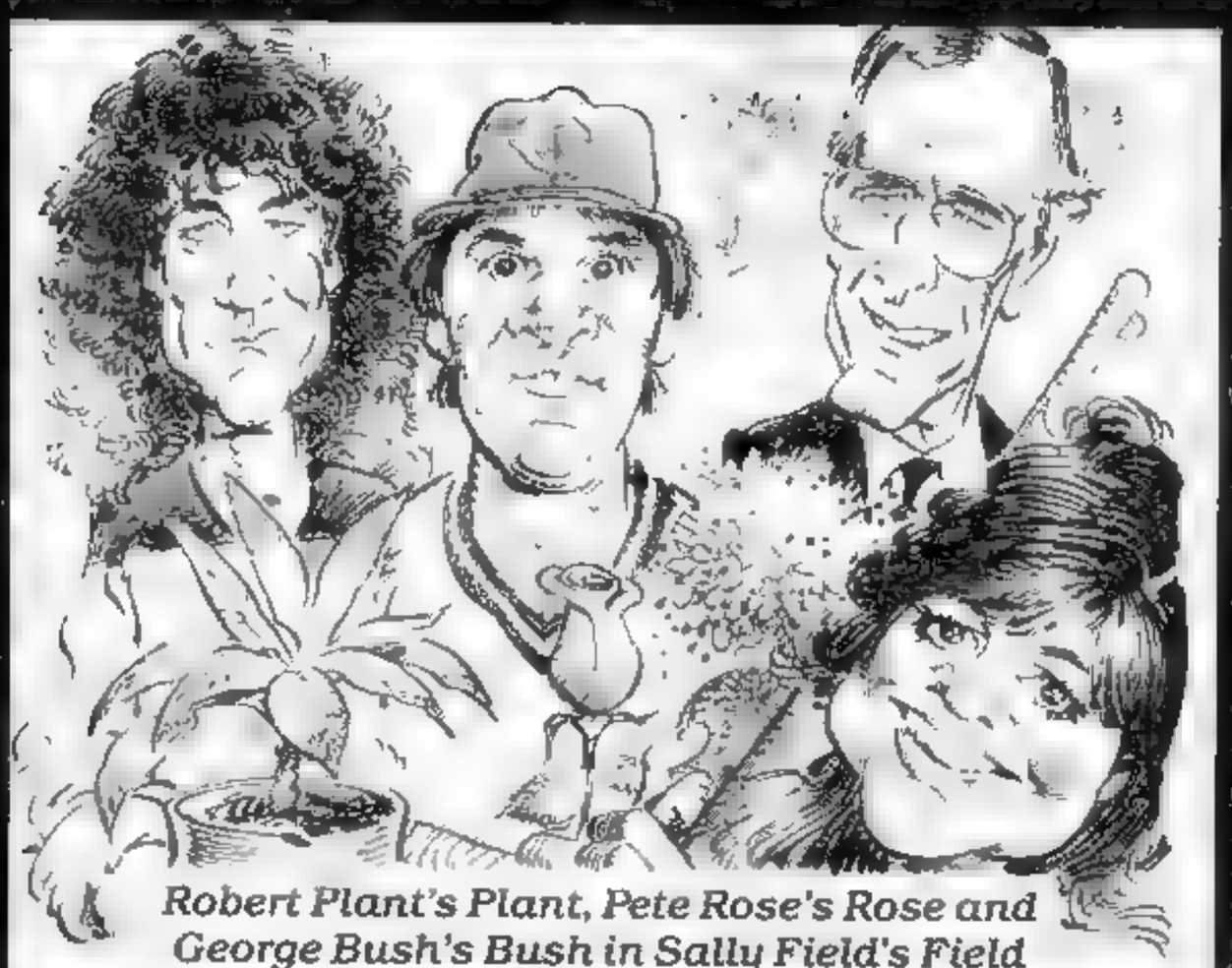
"What's in a name?" is the old question sometimes asked. Well, it depends! As

THE NAME OF THE RICH

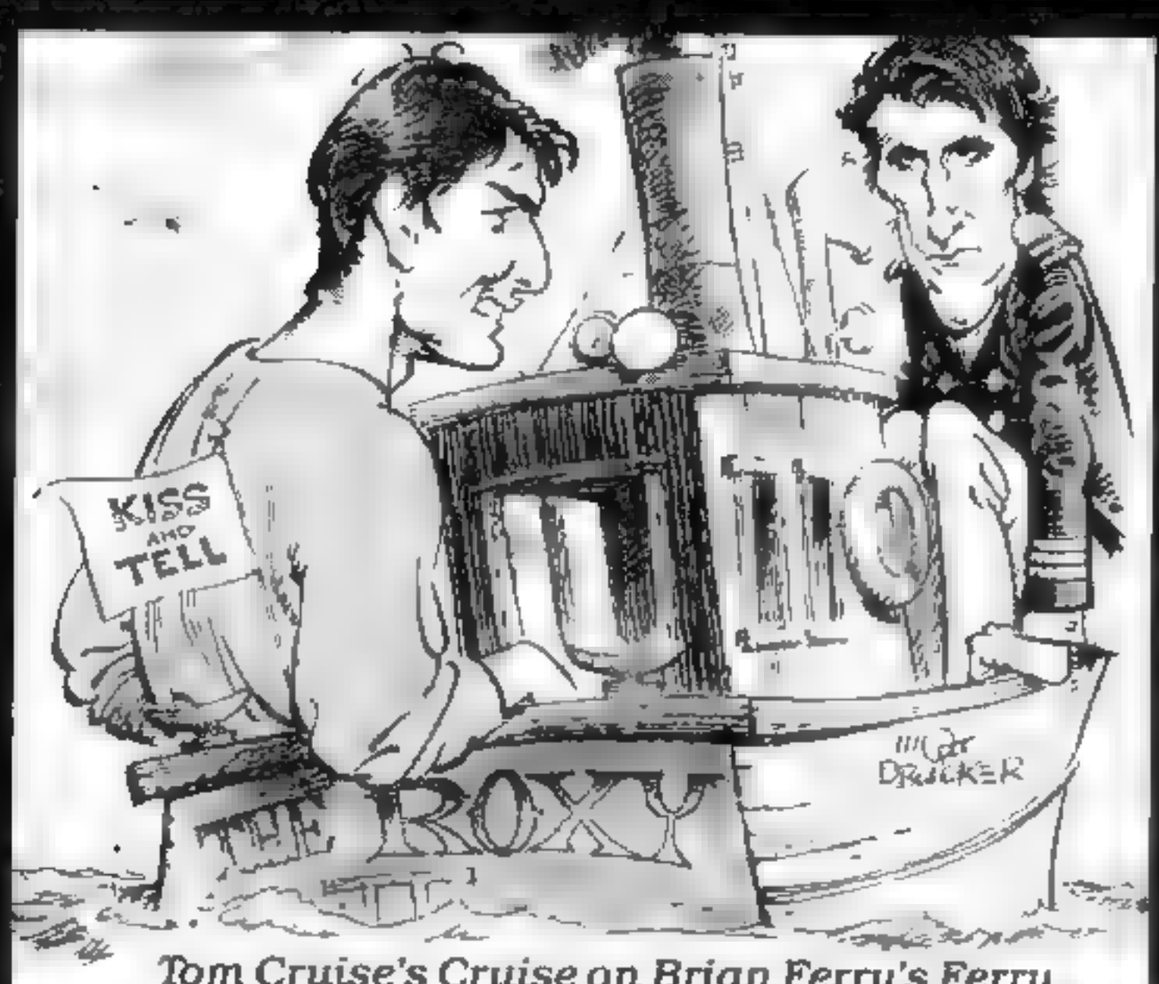
ARTIST: MORT DRUCKER



Larry Bird's Bird and Michael J. Fox's Fox enjoying an afternoon in James Wood's Woods



Robert Plant's Plant, Pete Rose's Rose and George Bush's Bush in Sally Field's Field



Tom Cruise's Cruise on Brian Ferry's Ferry

Gerald Ford's Ford meeting Harrison Ford's Ford

you'll see in the following stupid scenes we've managed to come up with!

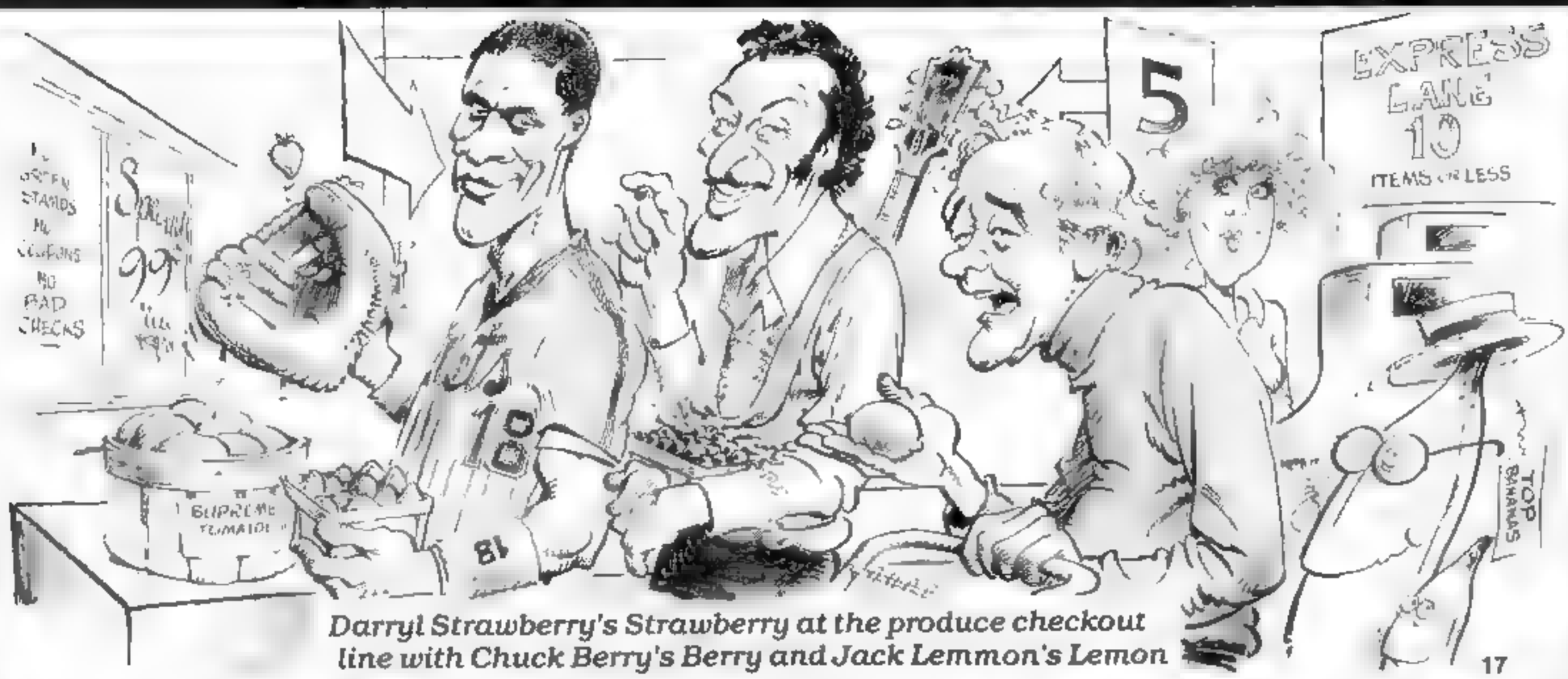
GAME AND FAMOUS

WRITER: J. PRIEST

Kirstie Alley's Alley directly behind Darryl Hall's Hall

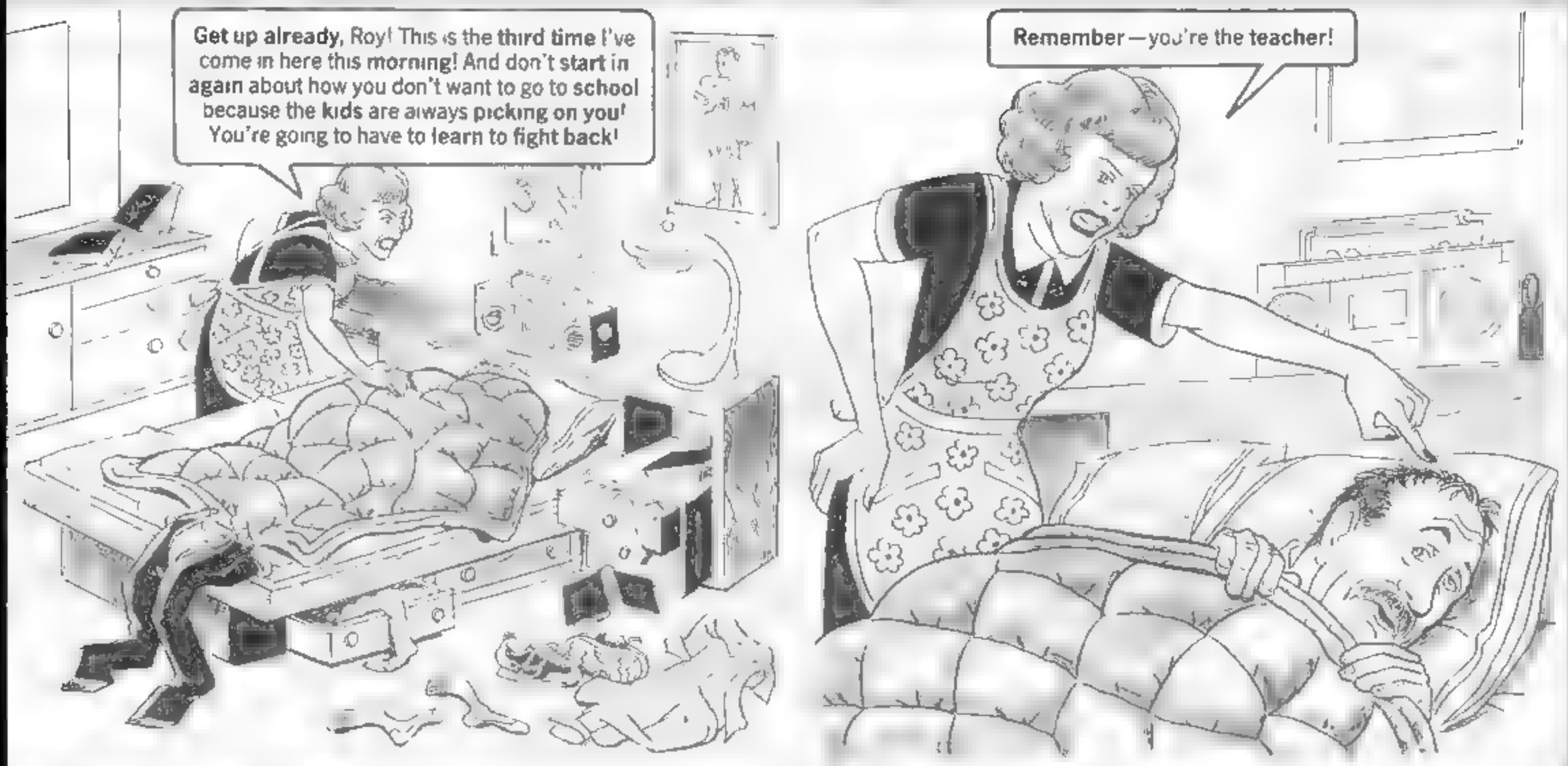
Judas Priest's Priest condemning Billy Idol's Idol

Rev. Moon's Moon in Elton John's John



Darryl Strawberry's Strawberry at the produce checkout line with Chuck Berry's Berry and Jack Lemmon's Lemon

BEING BULLIED


Get up already, Roy! This is the third time I've come in here this morning! And don't start in again about how you don't want to go to school because the kids are always picking on you! You're going to have to learn to fight back!
Remember—you're the teacher!

BERG'S-EYE VIEW DEPT.

THE LIGHTE

THE SINGLES WORLD

Girls, last night I met "Mr. Right"!
Really! Tell us all about him!
Well, he's a doctor, but he's not boring like most of them! He has a great sense of humor and he loves sports, theater and dancing!
Wow! He really sounds perfect!
Yeah, but look out! He may not be the marrying kind!
Oh, he is! He's been married four times!

VANITY

Okay, young lady, let me see your driver's license!
I don't have it with me, officer!
That's a very serious and costly mistake!
Really? Well, actually I do have it here...
But promise you won't look at that horrible picture of me!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

FASHION

Another one with the camouflage outfit! Is it symbolic? Is it pro-military? Anti-military? What does it mean?
I can't say I know what these clothes represent to others...
...but as for me, it means I can wear this stuff for months without showing any kind of dirt or stains!

FISHING

BABIES

I'm really in a bind! Norman doesn't want to have a baby yet, but I hear that biological time clock ticking away!
C'mon, Sandy, you're not old enough to worry about that!
But my parents are! I want them to be able to take care of the kid!

FOOD

Diane is getting to be a great cook! She s already an expert in three kinds of cuisines— French, Italian, and American!
My wife is an expert in three cuisines herself.

FINANCES

Mister, can you spare a guy a few dollars?
A few dollars? Listen, Mac, I work hard for a few dollars! I put in a ten-hour day and bring work home on weekends!
I used to be just like you for twenty-five years! Now I'm a reformed workaholic!

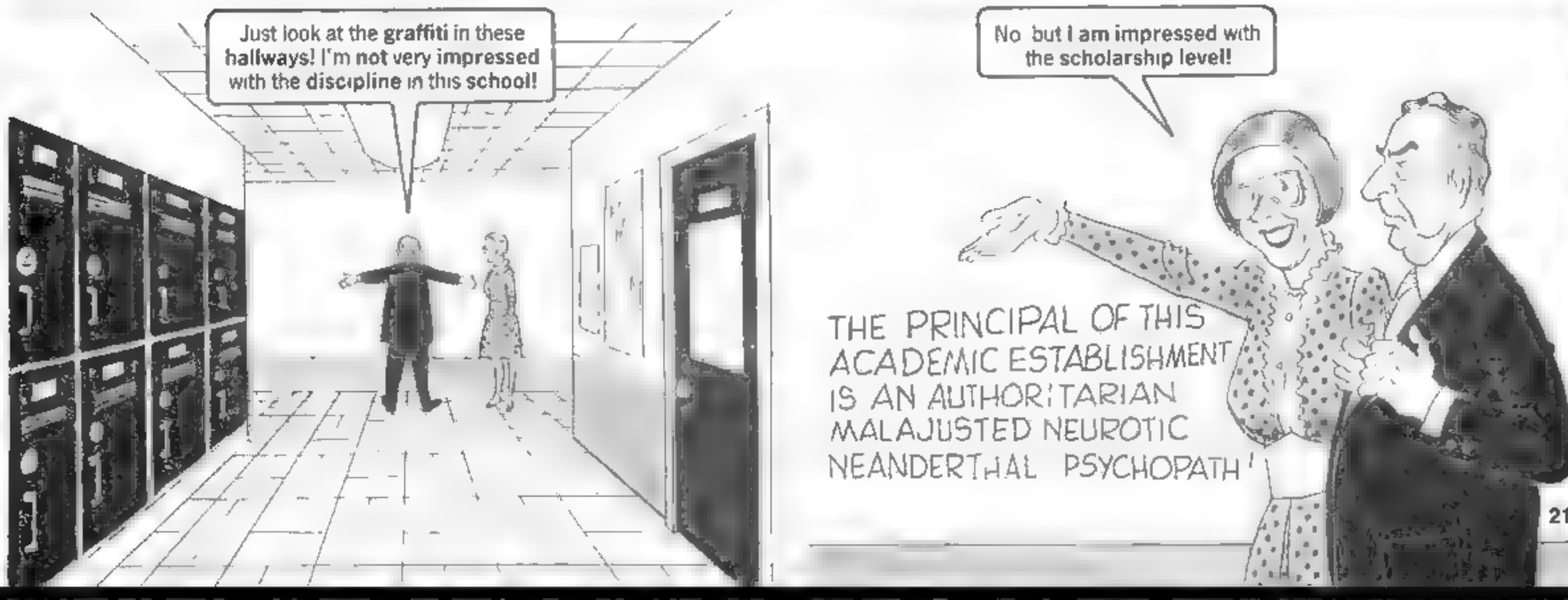
CONSIDERATION

I hate it when I come out of the supermarket and find that all these thoughtless people put their empty shopping carts around my car!
Where do you want me to move them, Mom?
Around some other car!

FATHERS

...canned, frozen, and take out!
I'm sorry, but my daughter isn t home!
Do you know where she is?
At the shopping mall pumping money into the national economy!

SCHOOL


Just look at the graffiti in these hallways! I'm not very impressed with the discipline in this school!
No but I am impressed with the scholarship level!
THE PRINCIPAL OF THIS ACADEMIC ESTABLISHMENT IS AN AUTHORITARIAN MALAJUSTED NEUROTIC NEANDERTHAL PSYCHOPATH!

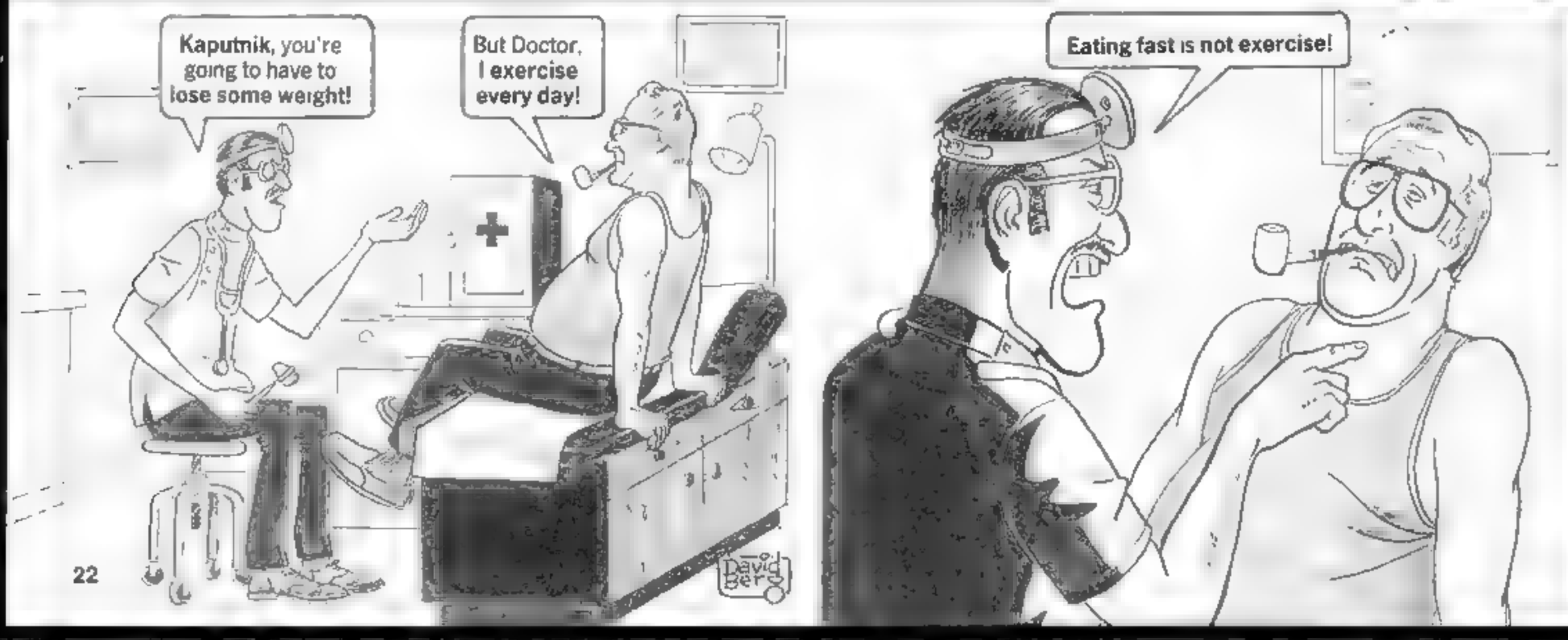
TELEVISION

Oh my gosh! Nick! What happened to your TV set?
Don't blame me—blame the damn Giants! They gave away the game in the final two minutes! I got so disgusted with that last interception I kicked in the screen!
89
You mean you didn't see them recover the fumble and score the winning touchdown?
GIANTS

EDUCATION

So, Maxwell, how did you like your weekend visit with Uncle Leroy?
It was great, Mom! Uncle Leroy and his friends taught me how to count! Listen! One, two, three, four, five, six, seven, eight, nine, ten..
...jack, queen, king!

DOCTORS



PRIME SLIME ENTERTAINMENT DEPT.

A new television phenomenon has risen in the East and is racing like wildfire across the country. He's loud, he's rude, and he's vulgar! Then why is he so popular? Is it because he has even less taste than Geraldo Rivera? Is it because Americans like to see a guy make a fool of himself every night? Or do we just like to look at his little red socks?! Figure it out for yourself as MAD visits

THE MORON DOWNER JR. SHOW

ARTIST: JACK DAVIS

WRITER: LARRY SIEGEL

YAY!

ROAR!

HOO!

HOO!

SHRIEK!

SCREAM!

HOO!

HOO!

Ain't dis de greatest audience in de world?

Where else can muggers, molesters, and Hell's Angels get together under one roof?

Except for San Quentin, I can't think of a place!

HOO!

Blanche! Are you okay? What happened??!

Moron kissed me, and I'm on fire!

He's real sexy, huh?

Sexy, hell! He never took his cigarette out of his mouth!

HOO!

MORON!

MORON!

HOO!

You're innocent till proven guilty!

Hey creep, giddattahere wit dat weird talk!

Sorry! For a minute I thought I was on *Donahue*!

MORON!

Zip it, gang! Okay, tonight we're gonna stick it to those bleepin' bleeding heart liberals out there who wanna clean up our air, stop us from bombing abortion clinics, and destroy our diseases. Come on back with us!

Our first guest is Donald Sfortz. Listen up, Donny, and listen good! You're a pablum-puking putz with the personality of an armadillo, and an IQ the size of a chicken's lips!

Hey, Moron, I'm on your side! I think you're the greatest! I agree with you on everything!

Hey, turdbrain, why do you think I'm being so nice to you? Now bring on the other scum!

I ♥ MORON

Here he is now! It says here your name is Herman Grebbner, and you're a lesbian. Imagine that, gang, a male lesbian! What'll these sicko queers come up with next?

No Moron, you have that wrong. I'm a *thes*-pian That's an actor!

What's the difference? All actors are queer anyway! And they're all @#$c!# liberals, right, gang?!

Look, Moron, I'm not necessarily a liberal. I just happen to disagree with most things you believe in!

Hey, that's your privilege, pal! After all, it's a democracy, and God bless you, you're certainly entitled to get a word in.

Thanks, Moron—

I said a word, and that's two, you double-crossin' crud! Be nice to scum, and they screw you! GET OFF MY SHOW!

You know what I don't get, Herm? Why guests like you come on this show in the first place!

Three reasons, Moron! One, we believe in freedom of speech. Two, we've got a message to share. And three, we're devout masochists! Chew me out! Hit me! Just let me stay! You don't know how terrible it's going to be for me if I'm not harassed by you and your audience!

That's why you're gone, turkey! I'm a devout sadist!

Now we're going to discuss gun control, and in the spirit of fair play we'll explore all sides of the issue Let's meet our next guests!

I'm Otto Farmish, and I'm against handgun control!

I'm Lance Boyle, and I'm against rifle control!

I'm Derek Dirque, and I'm against UZI sub-machine gun control and howitzer control!

Well, that pretty much covers the pro's and con's of the subject!

But I do think there should be a three-day waiting period before a citizen can buy a 280-mm. atomic cannon!

Another liberal candy-ass?! I'll tear out your guts with my bare hands!

Stop it, Moron! You're killing me!

You lefty wimp! Can't take a little patriotic choking from a real American, right?!

It's not the choking! It's your tobacco breath!

Hey guys, how do you feel about all the aliens in this country who refuse to speak English?

I tink dese furriners is disgustin'! If dey doan learn da langwich, dey should leave!

But my people have taken care of this land for centuries!

Big deal! Ya heard him! Go back ta where ya came from!

And now, gang, we've got a very special guest with us tonight! Someone who doesn't usually visit talk shows! To what do we owe this honor, pal?

Zip it, babe! You know what your problem is? You got a one-track mind, and frankly, I'm sick of your liberal puke!

Mr. Downer, I am here to express my views on morality.

I've never been so insulted! I knew I shouldn't have come on this show!

HO! HO! HO!

Hey, it's a free country, Pope baby!

Seriously, Holiness, I meant no disrespect! I deeply admire you and everything you've been doing to promote peace and understanding in the world! Tell him, gang!

HO! HO!

HO-LY! HO-LY! HO-LY!

There you go, big guy! See how my people feel about you!

Mr Downer, because of your contributions to television and humanity in general, there is something I'd like to give you on behalf of concerned and decent people everywhere.

I ask you, gang, isn't this man beautiful! Lay it on me, Pontiff sweetheart!

POW!

Poor Moron! . Hey who's that cheering?

I'm not sure, but I think it's God!

SERGE-IN GENERAL DEPT.

POT LUCK

ARTIST AND WRITER: SERGIO ARAGONES

It's said "True love is a many splendor thing," and this being the case, every girl longs to meet her perfect match, her own Prince Charming, the proverbial Mr. "Right." Unfortunately, it's also said, "A good man is hard to find" and this makes finding Mr. "Right" more difficult than finding

GUYS YOU'RE LIKELY TO MEET BEFO

ARTIST: ALYSE NEWMAN

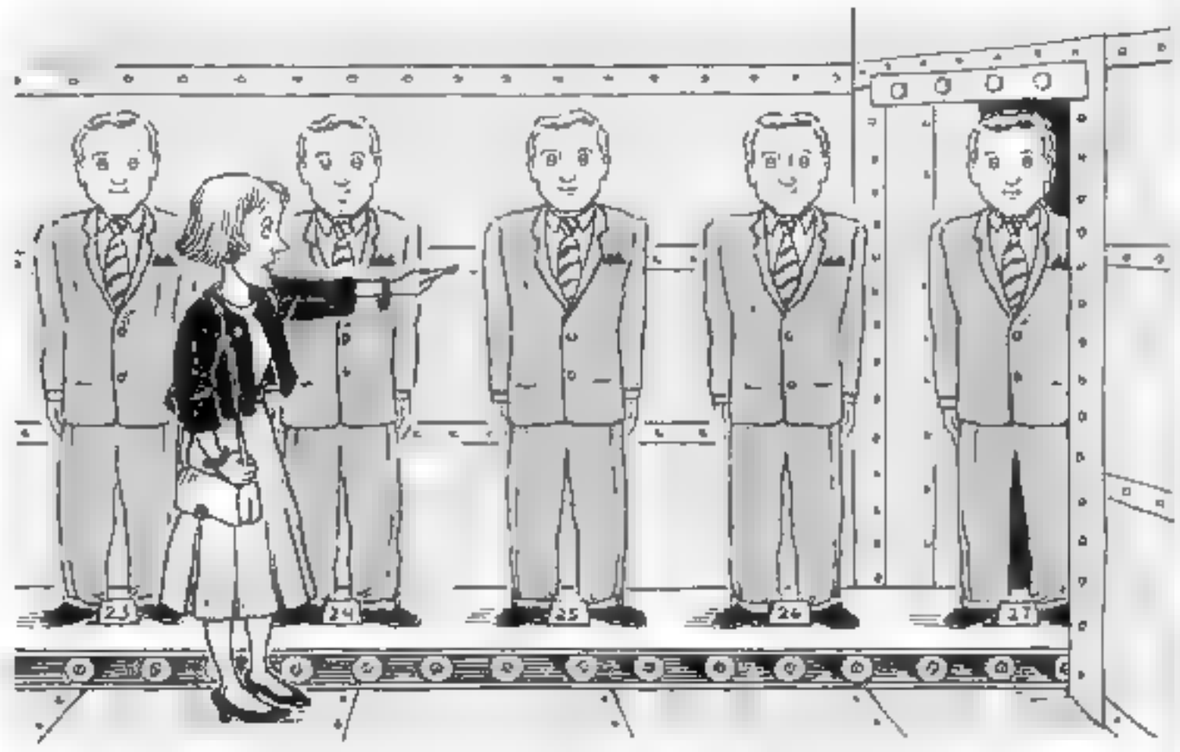
MR. "RIGHT—'TIL YOU MENTION THE WORD 'MARRIAGE'"

MR. "RIGHT OUT OF THE 60'S"

MR. "RIGHT INTO THE BACK SEAT"

MR. "RIGHT AWAY, MOTHER!"

MR. "RIGHT AFTER THE POST-GAME SHOW"



MR. "RIGHT OFF THE ASSEMBLY LINE"

an intelligent person in the audience of the Morton Downey, Jr. Show! We don't mean to discourage you ladies, but the sad truth is you'll probably get involved with an impressive bunch of losers before you finally find the fellow for you. So brace yourself for the worst, 'cause here are the...

RE MR. 'RIGHT'

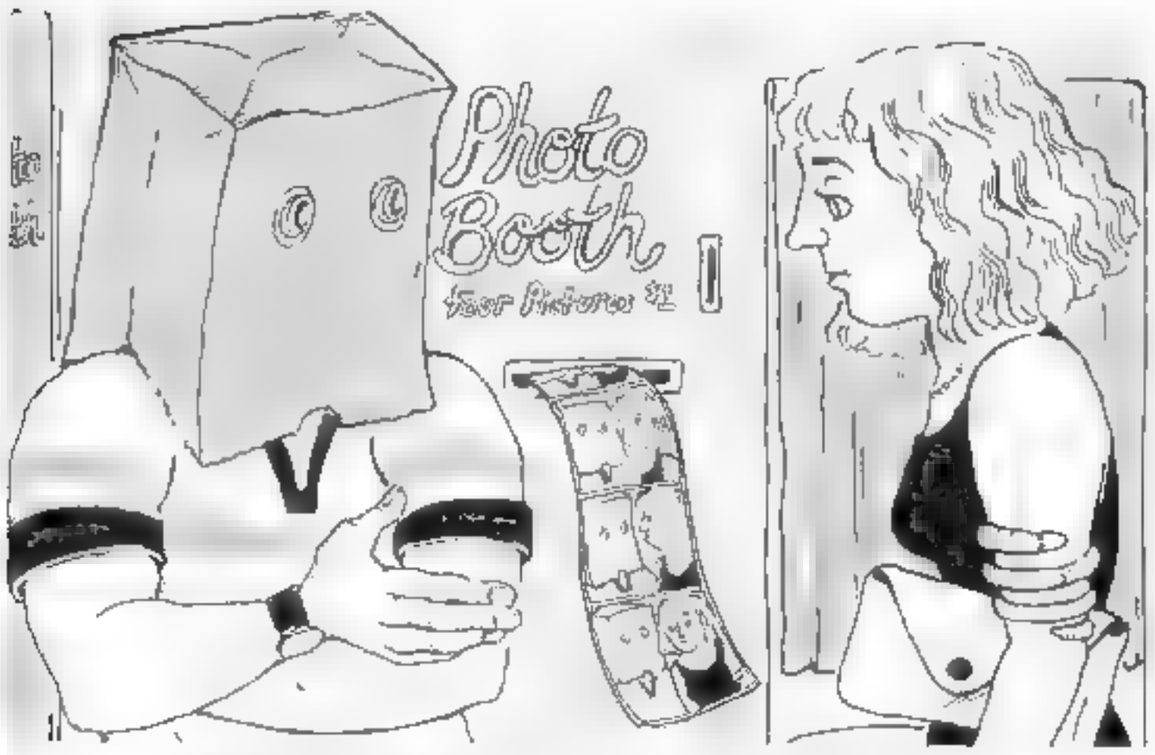
WRITER. MIKE SNIDER

MR. "RIGHT GUARD CANDIDATE"

MR. "RIGHT ON, OLLIE NORTH!"

MR. "RIGHT DOWN THE MIDDLE"

MR. "RIGHT INTO INTENSIVE CARE GO YOUR PARENTS!"



MR. "RIGHT AFTER MY DIVORCE, BABE"

MR. "RIGHTSIDE-DOWN"

"I AM THE AD MAN" DEPT.

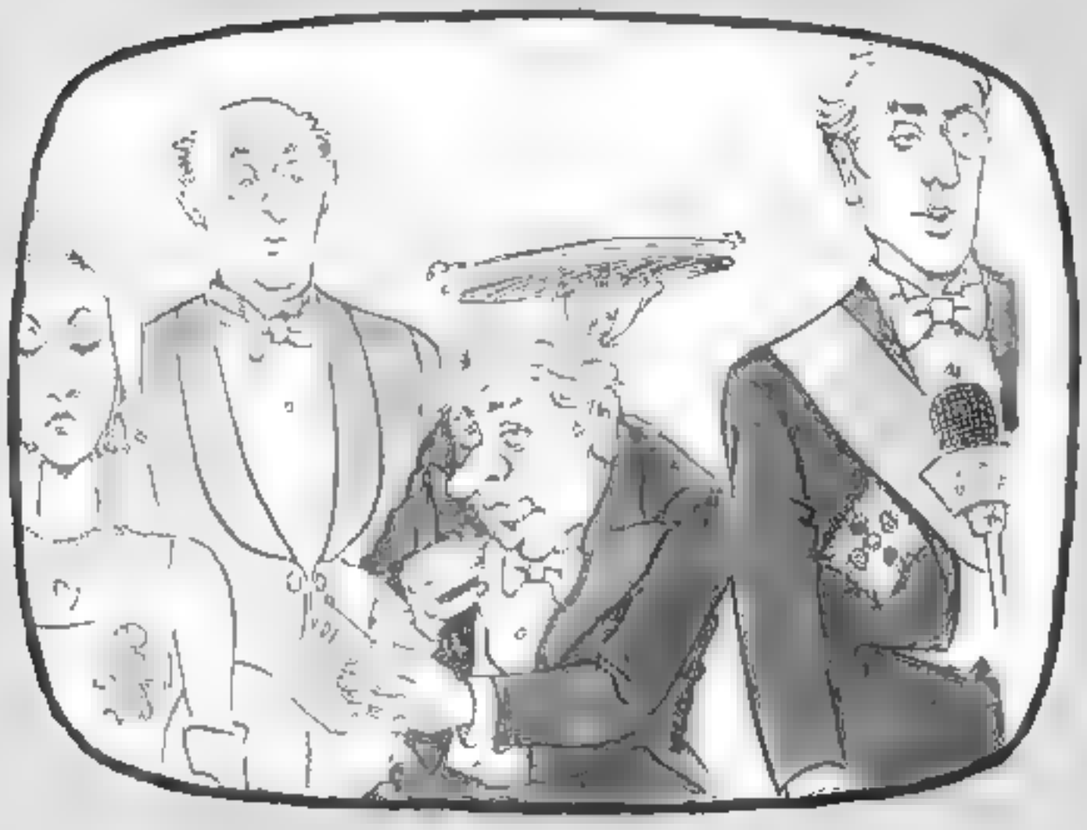
Nike and Madison Avenue started a *revolution* recently when they used a Beatles song to help promote their sneakers. What if everything the Beatles wrote travels down that same *shabby road?* Their classic songs will be *nowhere, man*, once those *helter skelter* writers get their hands on them! Yup, many a *guitar* will *gently weep*...

The Di-Gel commercial (sung to the tune of "Michelle")

Di-Gel! You're swell!
A-cid in-di-ges-tion you re-pel,
My Di-Gel!

Di-Gel! Do well!
Pig-ging...out...alas,
filled me with gas!
Please make it pass!

I need you! I want you! I take you!
Just when I think I've...died,
Mir-a-cles you pro-vide —
And...I...know...the...heart-burn...in...
my...tum-tum...soon...will subside!



Di-Gel! Pray tell
How that gas that bloat-ed me
like hell
I now expel?

I took you! I crunched you!
I chewed you!
Now I no long-er moan!
Thanks to si-meth-i-cone—

The...pain...has...passed;
I've...burped...at...last,
And...now...I'm feel-ing...swell—
My Di-Gel!

WHEN TV COMMERCIALS MAKE FULL USE OF THE BEATLES SONGS

ARTIST: HARRY NORTH WRITER: FRANK JACOBS

The Ban Roll-On commercial (sung to the tune of "I Want to Hold Your Hand")

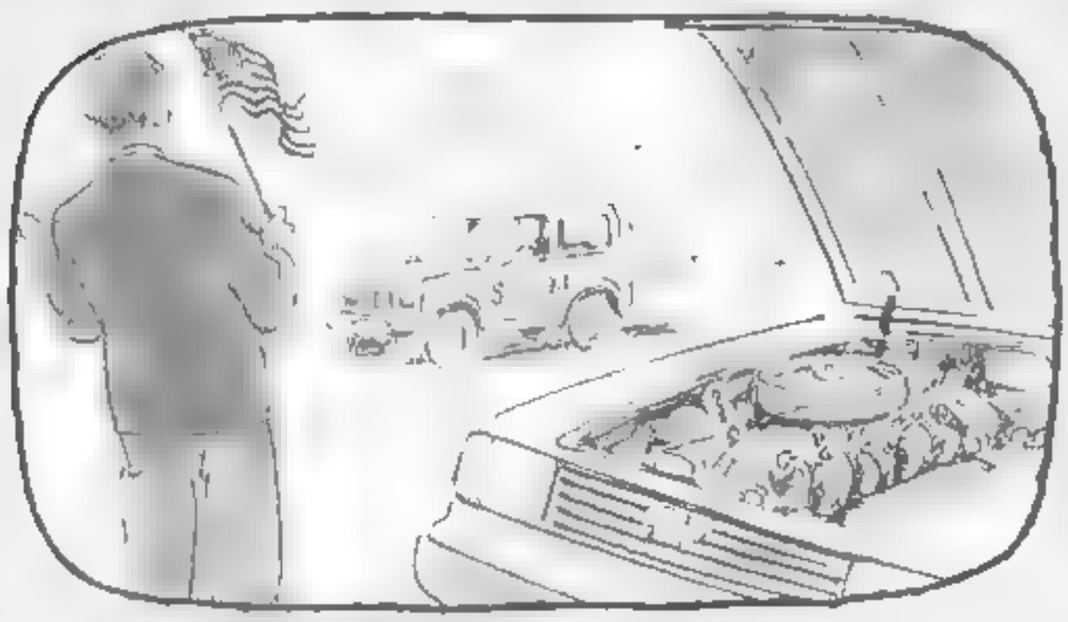
One *whiff*...of his aroma,
And I turn...on...the...fan!
One *sniff*...I'm in a coma!
He needs some *Roll-On...Ban!*
He needs some *Roll-On...Ban-n-n!*
He needs some *Roll-On...Ban!*

Up...*close*
I was...*gross!*
She held her nose...and...ran!
No *way-y*
Would she *stay-y*—
Till I got *Roll-On...Ban!*
I needed *Roll-On...Ban-n-n!*
Had to get *Roll-On...Ban!*

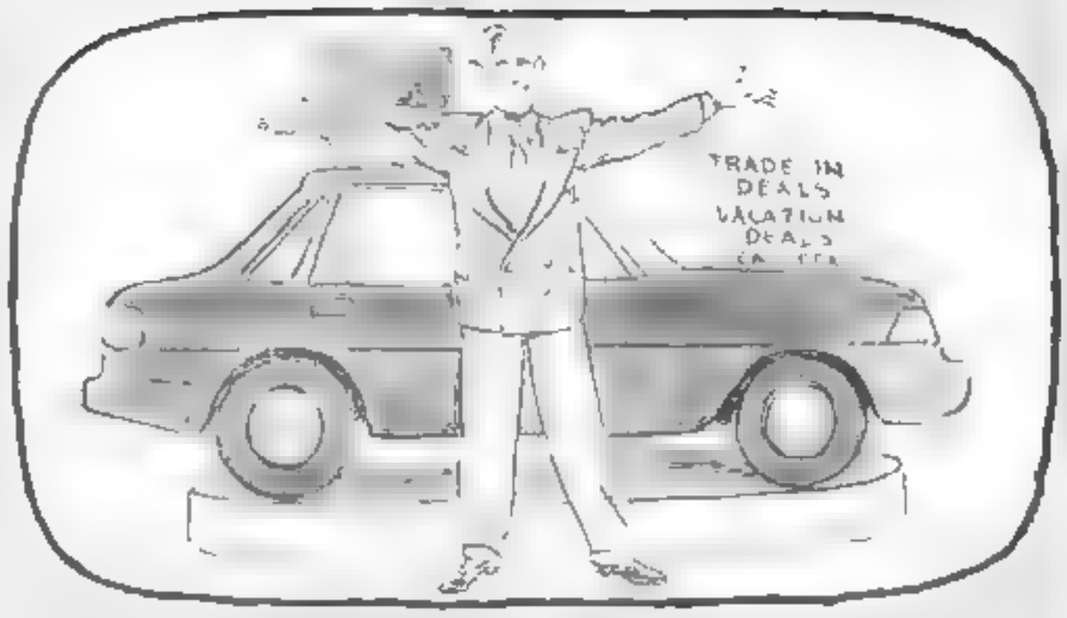
I...used...to...*be*...a...most...
mal-o-dor-ous guy,
Till...*Roll-On...Ban*...I...did...ap-*ply!*
NOW I'M DRY! NOW I'M DRY!
NOW I'M DRY!

Be-*fore*—with wetness oozing,
I was a smel-ly...man!
No *more!* I'm really cruising!
I needed *Roll-On...Ban!*
I needed *Roll-On...Ban-n-n!*
I needed *Roll-On...Ban!*

The Chevrolet commercial (sung to the tune of "Yesterday")

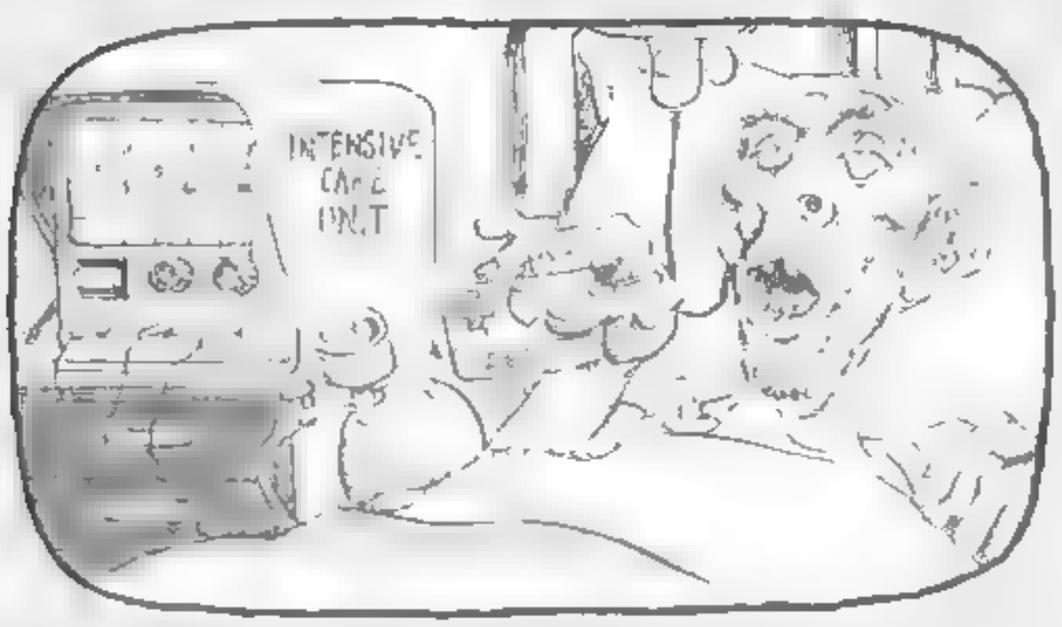


Chevrolet—
Though they break down and *get towed away,*
You'll still be *loy-al to the U...S...A—*
And save the day...at *Chevrolet!*



Chevrolet—
You can't get a *bet-ter deal today!*
They're practic'ly *a steal today—*
The 89's...from *Chevrolet!*

The Blue Cross commercial (sung to the tune of "And I Love Her")



I lie here *ve-ry...sick—*
With drugs they *fill...me!*
But I don't *care...a...lick*
How much they *bill...me—*
'Cause I'm cov-ered!

It costs a *grand...a...day,*
While he's in-*ject-ed!*
He's got *Blue Cross...to...pay!*
We're both pro-*tect-ed—*
'Cause he's cov-ered!

The Bud Lite commercial (sung to the tune of "A Hard Day's Night")

He didn't *say..."BUD LITE!"*
And *now* he's *stretched out...on...the...rack!*
He didn't *say..."BUD LITE!"*
And we can't *hold our...pit bull...back!*
It's just our own spec-ial way
Of telling drink-ers to-day
That they should *say..."BUD LITE!"*

She didn't *say..."BUD LITE!"*
Sure hope she *likes a...game...of...darts!*
He didn't *say..."BUD LITE!"*
He's gon-na *lose some...vi-tal...parts!*
When folks are or-der-ing beer,
We want to make it real clear
That they should *say..."BUD LITE!"*

Suddenly—
We're not half the firm *we used to be!*
Once those imports came *across the sea,*
Our butts got kicked...*so suddenly!*

Now in '89 is...the...best beyond...a doubt!
And you'll need...it...soon when your '88...wears out!

I...know...that...we'd
Suf-fer...a...loss
With-out...Blue Cross
Here...to...help...us!

Looks like he *wound...up...dead—*
That's noth-ing...*to...us!*
We'll still come *out...a-ahead*
And get what's...*due...us—*
He was cov-ered!

Let 'em *fry—*
Till they are *get-ting it right!*
Hang 'em *high—*
Till they are *say-ing "BUD LITE!"*
Right!

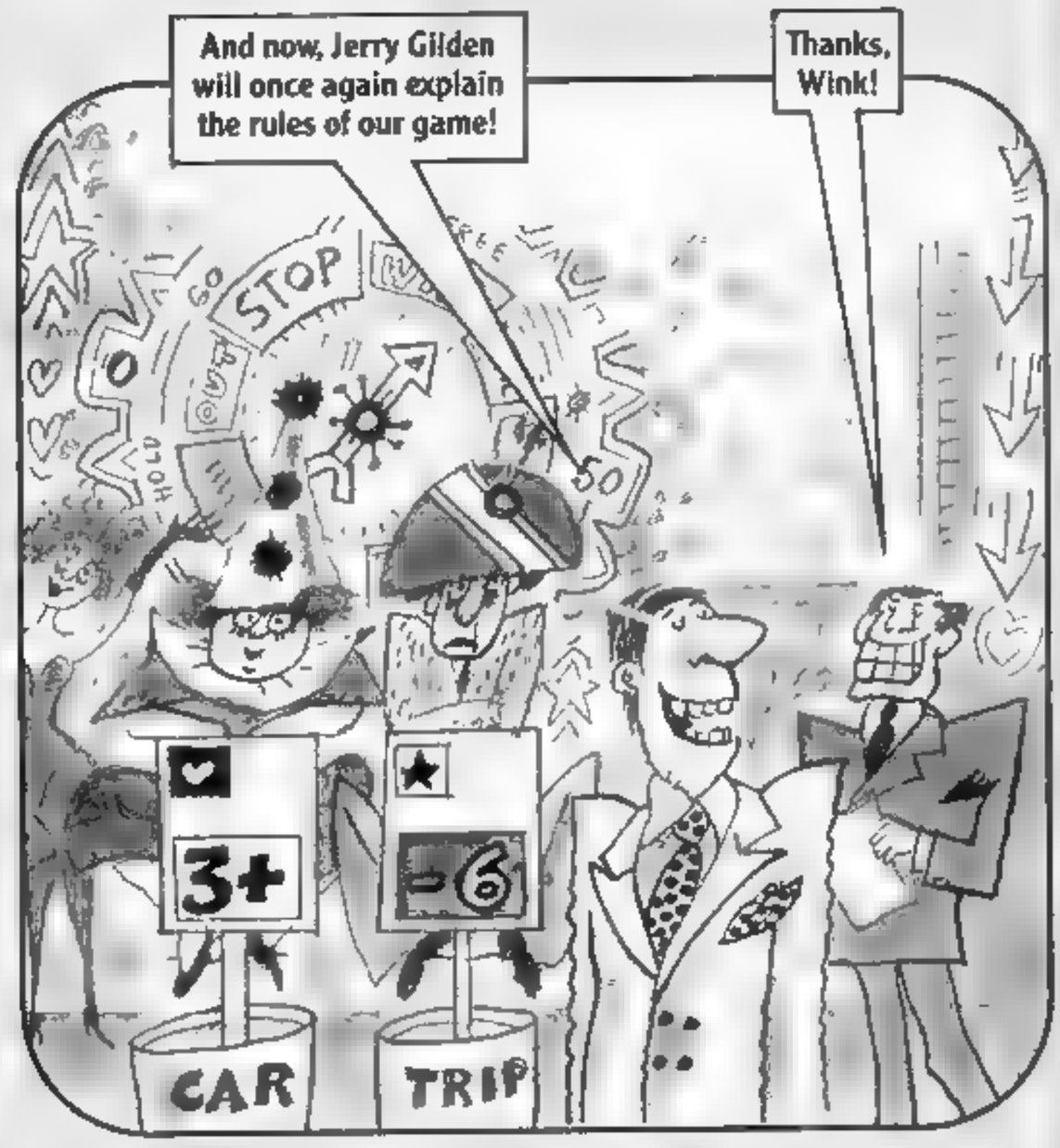
She didn't *say..."BUD LITE!"*
Sure hope she's *fond of...gi-ant...mice!*
He didn't *say..."BUD LITE!"*
He has to *sit through..."Ish-tar"...twice!*
So if you want to sur-vive
And feel like staying a-live,
You'd better *say..."BUD LITE!"*

BLADDER UP! DEPT.

Attention all you Couch Potatoes with weak Bladders! Do you need more breaks than just the usual commercial interruptions for your bodily functions? Thanks to the following

IT'S SAFE TO GO TO TH

Accepting for Best in Dual-Sound-Mix in Monaural are: Cosmo Boller, Max Trasch, Rollo Mickelmacher, Bern Brank, Mimi Mauve and Waldo Finkel!



article, now you can be sure you won't miss anything important on TV while you're "takin' care of business!" Just what in God's name are we claiming in this introduction? Simply...

IE BATHROOM WHEN...

ARTIST AND WRITER: PAUL PETER PORGES

Air Force One is not in view as of now...

Ladies and gentlemen, the National Anthems of Outer Mongolia and Burundi!

GESUNDHEIT!

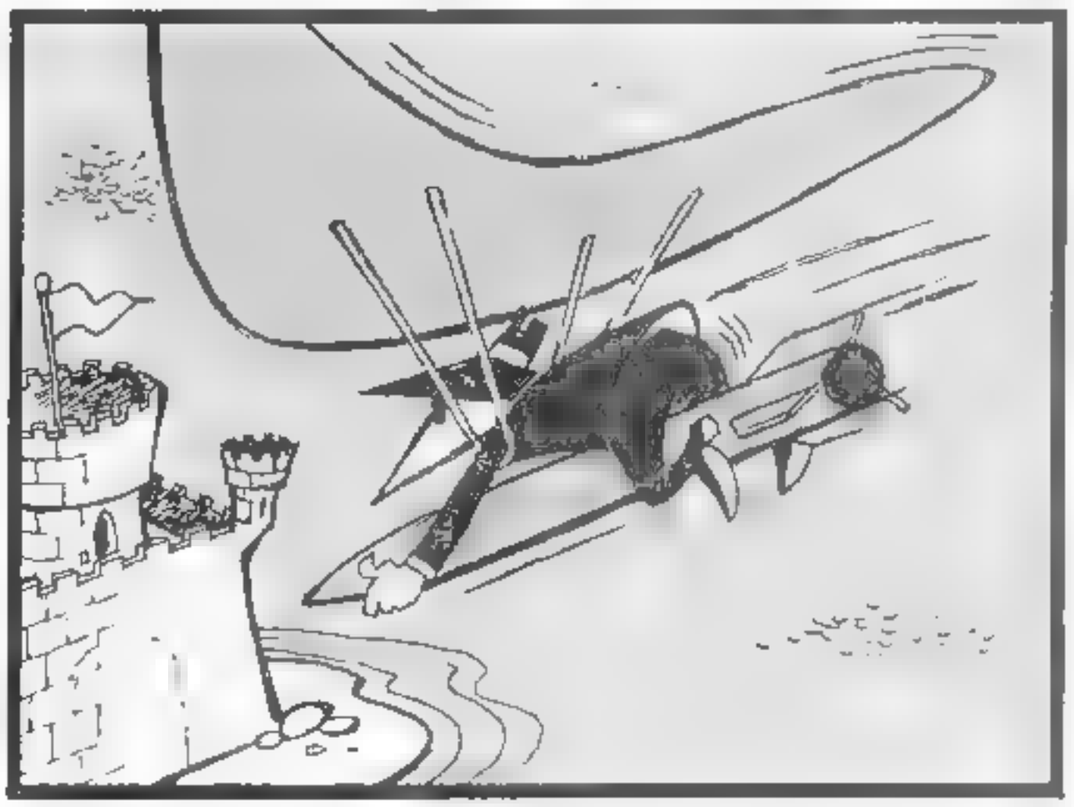
...and there won't be any entertainment until all the phonelines are busy!

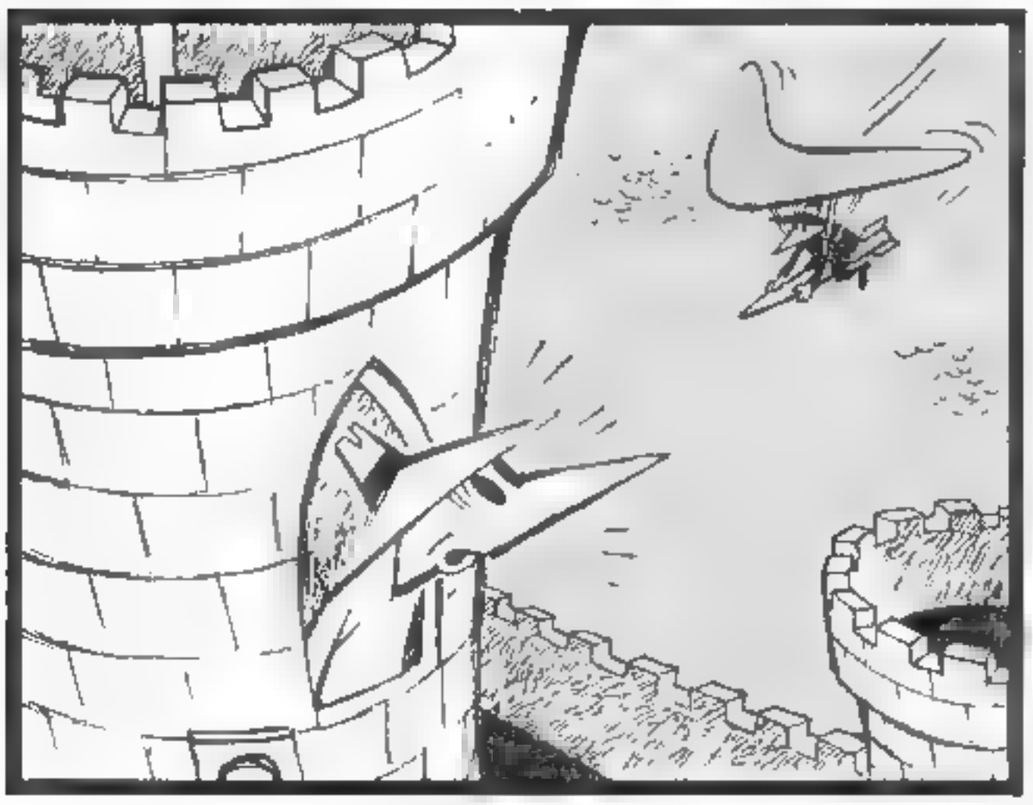
They're calling for another look at the T.V. Instant Replay.

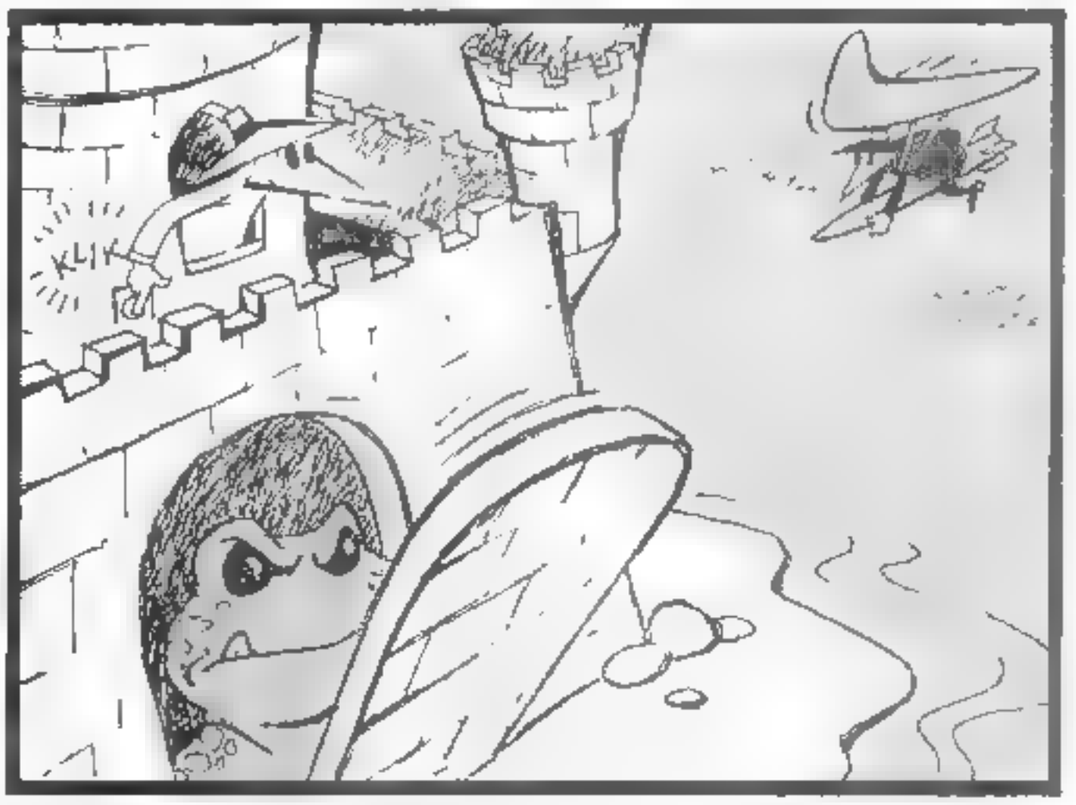
Tonight on *Science*, we'll attempt to hypnotize a chicken.

Officer Gutman, tell us all about Stairway Safety.

SPY vs SPY







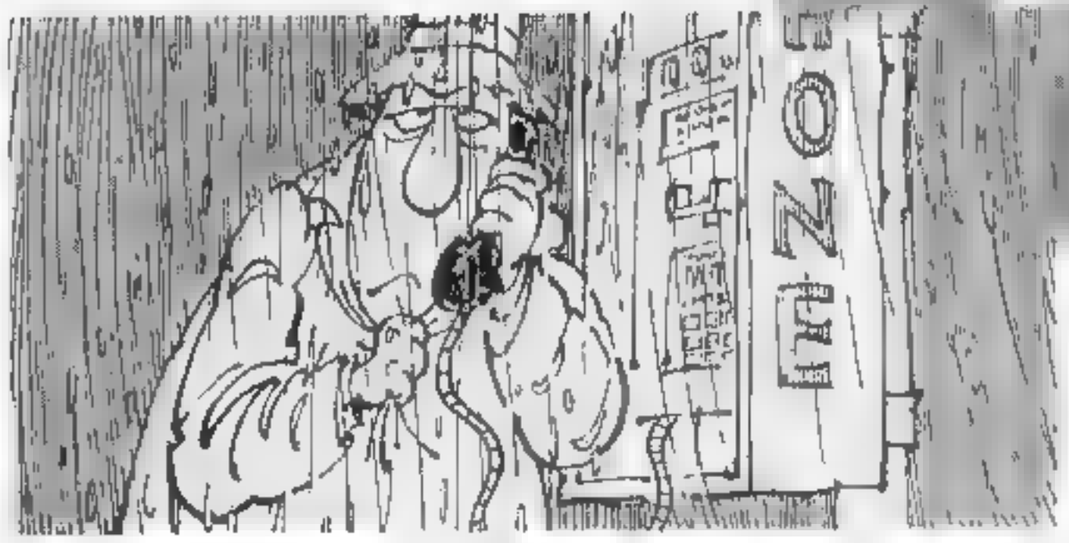
COMMON CENTS DEPT.

MORE YOU'D BE RICH IF YOU HAD A

ARTIST: PAUL COKER

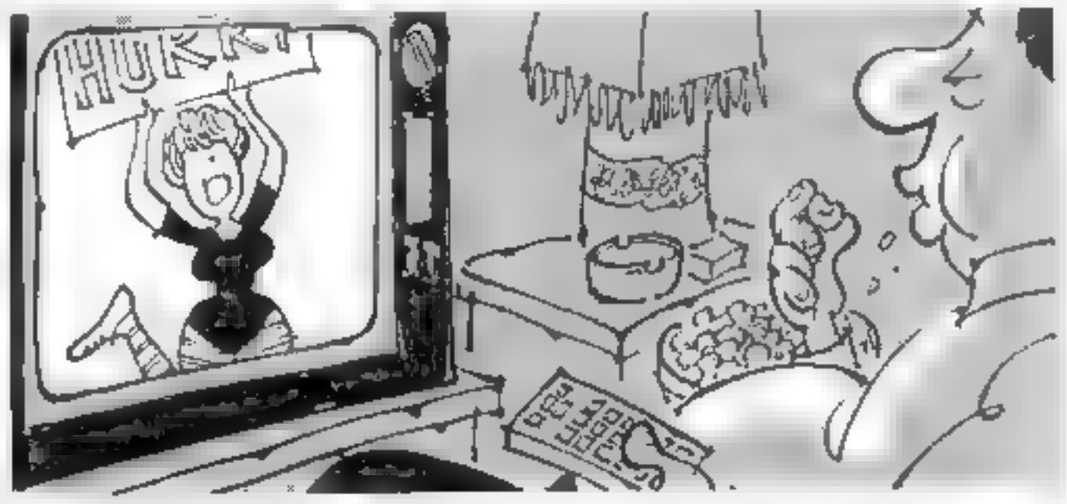
WRITER: CHARLIE KADAU

...For every vacation postcard you send to friends that arrives long after you've already come home.



...For every telephone receptionist who asks if you can "hold" and then puts you on "hold" before you can answer.

...For every time you set off your smoke detector just by cooking.



...For every health club ad that says this is your last chance to join before the rates go up.

...For every message on your answering machine that turns out to be a recording of someone hanging up.

...For every take-out pizza you get where there's more cheese stuck to the box than on the pizza.

NICKEL...

...For every minute you waste in a doctor's waiting room beyond your scheduled appointment time.

...For every politician who claims victory in a primary, even when he finishes second, third, or worse.

...For every blaring car burglar alarm that people completely ignore.

...For every great dream you never get to finish because somebody wakes you right at the best part.

...For every old packet of salt, ketchup, soy sauce and Sweet 'N Low stashed away in your desk drawer.

...For every time MAD runs a sequel to an article that they shouldn't have run in the first place!

I'm **Captain Foolish!** It's not easy being a **cop** and **riding herd** on the **reckless youth** of today who **break the laws** and get into all sorts of **illegal messes!** But since they're the **team** of overage **undercover cops** that have been **assigned** to me, there's not much that I **can do!**

I'm **Duty Huffs!** I was **picked** for this **special undercover team** because I sort of look **black, Hispanic, Mediterranean, Pakistani** or **whatever!** Coincidentally, between me and my three other **partners, 85%** of all **ethnic viewers** can **identify** with at least **one** of us! And believe me, we need all the **help** we can **get!**

I'm **Tommy Handsome!** I also **pretend** to be a **student** so I can **uncover crimes** in **school! As far as my own education goes, I majored** in **"Hunk"** with a **minor** in **"Cool"!** The **pay** isn't **bad** as an **undercover cop,** but since I go to a **different school every week,** my **expenses** are **high!** Last year alone I had to buy **52 yearbooks** and **52 class rings!**

NOT RESPONSIBLE FOR PERSONAL PROPERTY OR YOUR LIFE!

ATTENTION

CALL YOUR PROBATION OFFICERS TODAY

I'm **Lowkey,** a **master** of **impersonations!** I've posed as a **dull mafia boss,** a **boring car thief** and a **lifeless big-time drug dealer!** I don't know **who** I'll pose as **this week,** but as long as it's **someone who's stiff** and **unexciting, I'm ready!**

BEAT RYDELL HIGH !!

And I'm **Dig Pinball!** You may think I look **too old** to **pass** for a **high school student!** But in some of the **schools** we go into, the **kids** have been **left back** so many **times,** I'm usually the **youngest looking one** in the **class!**

We're the **Mod Squad!** We had a TV show **15 years ago** where we posed as teenagers and infiltrated schools just like these schmendricks are doing!

Right! We're hanging around **police headquarters** in case they find some **work** for **us** to **handle!** Hell, we don't look **much older** than **their "kids"!**

Hey, **Travolta,** what are you doing here in **high school?**

From **what class?**

I got **left back!**

Not from any **class!** From my **movie career!**

tores

RIDING THE SCHOOL BUST DEPT.

21 JUNKHEAP

ARTIST: ANGELO TORRES WRITER: DICK DEBARTOLO

There's something going down at Dan Quayle High! On any given day 45% of the students are out sick!
What's so unusual about that?
Because the kids aren't just faking it—they really are sick!

You're all going undercover at Dan Quayle High to find out what's making those kids sick!
Great! We'll do our usual schtick and incorporate current themes from newspaper headlines to look cool!
SPORTS
DELINQUENT-DA

Right! How's this—maybe the kids are sick from asbestos in the school's drinking water?
Or from fluoride in the classroom ceilings?
Hey! Maybe there's flouride in the asbestos!
Hmmm you guys may be on to something!

Okay, team, go do your thing! But beware, this is one tough school!
How tough s it?
It's so tough, punks sharpen their pencils by sticking them in your ear and turning your nose!
Hoo hah! Now that's tough!

Come on, old man open up that freezer so we can switch your stuff with our stuff!

I'm beginning to worry about this switching business! Your stuff is making a lot of kids sick!

Hey, don't sweat it, pops! These kids love grease and cholesterol and we're giving them more than they've ever had before!

Well, okay! If it's better for them, then I guess there's nothing wrong!

Okay, you got 500 pounds of pure, coagulated animal fat along with 500 pounds of horsemeat from us! We'll take 500 pounds of butter and 500 pounds of prime beef from you! Now I call that an even swap!

Now, you're sure that the stuff you're leaving is government approved?

Hey you o' worry-wart, just look at this sticker!

GRADE A SUET

LARD

Gee, I never realized there's a skull and crossbones on the official government stamp of approval!

Yeah, well you know how it's been since the Republicans took over the White House and started de-regulation!

Uh-oh, I think I'm wearing the wrong undercover outfit! I forgot, this is an inner city school not Platinum Card High!

SLIME

SLIME

Hi, I'd like to be your friend!

Go stick your head in a toilet!

Hi, I'd like to be your friend...

Okay! Now do a friend a favor and drop dead!

I wonder if I can switch to undercover work in a junior high school! This school is tough!

How tough is it?

The basketball teams choose up sides, and then weapons!

GO

DEF GERBIL

I couldn't help but notice that you're high on something, guy! You know drugs are dangerous to your health!

Like, I know, man! The last time I missed a payment to my pusher, I got beat up bad! But how did you know I was high on drugs?

In biology class you spent 30 minutes trying to explain why you were late to a plastic skeleton model!

TODAY IS SHOW AND TELL DAY!!

Something is making the kids in this school sick! Any ideas about what could be doing it?

This school? Angel dust, hash, LSD, horse, junk crack, coke..

Other than drugs!

The food they serve us everday in the cafeteria! Listen, I started taking drugs just to try to kill the side effects I got from that bad food!

Bring me up to date on what you've learned so far, team!

Captain, I think it's the food in the cafeteria that's making the kids sick, especially the McBarf burgers!

Then pursue that angle! And Lowkey, if you want the other kids in school to accept you, don't try to brown nose your teacher by bringing her that pineapple!

Believe me, this isn't a pineapple, Captain! It's a hand grenade!

Good! I see you're finally getting the hang of today's educational system!

We come to Driver's Ed. class! Here's the curriculum for the next few weeks—driving the get-away car, dodging the cops, high speed chases and finally abandoning the get-away vehicle!

HEAD OF THE CRASS

POISON

Welcome to Print Shop 101, class! Today's lecture is on how to engrave your own ten dollar bills...

You must be new here Dung Face! My name's Rat Poison! Welcome to the toughest high school in Nebulous City!

Yeah? Well just how tough is this school?

It's the only school in the city where you can major in "cutting" and get full credit! Kids with an "F" average are considered "honor students"! On their first day in English class, every student has to write an essay: "Who I Murdered Last Summer"!

That's tough? This place is jello compared to where I transferred from!

Yeah? Where was that?

Attica!

Wow, I'm hoping to go there after here! My grade advisor says my crimes are high enough!

We come to Practical Science class! Today we ll cover electricity in genera and short-circuiting burglar alarm systems in particu ar

Tell me, Rat, how can I make a few extra bucks after school?

We, , there's car stealing, mugging old ladies, looting vending machines, stealing checks out of mailboxes, holding up grocery stores, knocking off cash machines, blackmail, shakedowns...

I've done all that! m looking to branch out!

Well there's corruption, graft and kick backs if you're planning on a career in politics!

Welcome to Modern Math! Today we'll d scuss why keeping three sets of books is essential in successful tax evasion!

Is there any way to make a few bucks that invo ves cafeteria food?

How come you zeroed in on me with that?

You've heard of the four R's? I specialize in the five P's! Picking the Precise Pivotal Plot Person!

Do you really expect me to divulge confidential information like that to a total stanger?

Others do it every week! It's just another one of those really big coincidences!

Then I guess it's okay for me to spill my guts to you even though you could be a cop! Here's our scam – we swap low grade food for the good stuff the school buys! Then we sell it to restaurants! It s sorta like Ollie North's Contras deal!

I m an undercover cop! I want a portion of the meat you serve as evidence! Pack it in a doggie bag!

No way, creep I m a dog lover!

Okay we have four arrests right here!

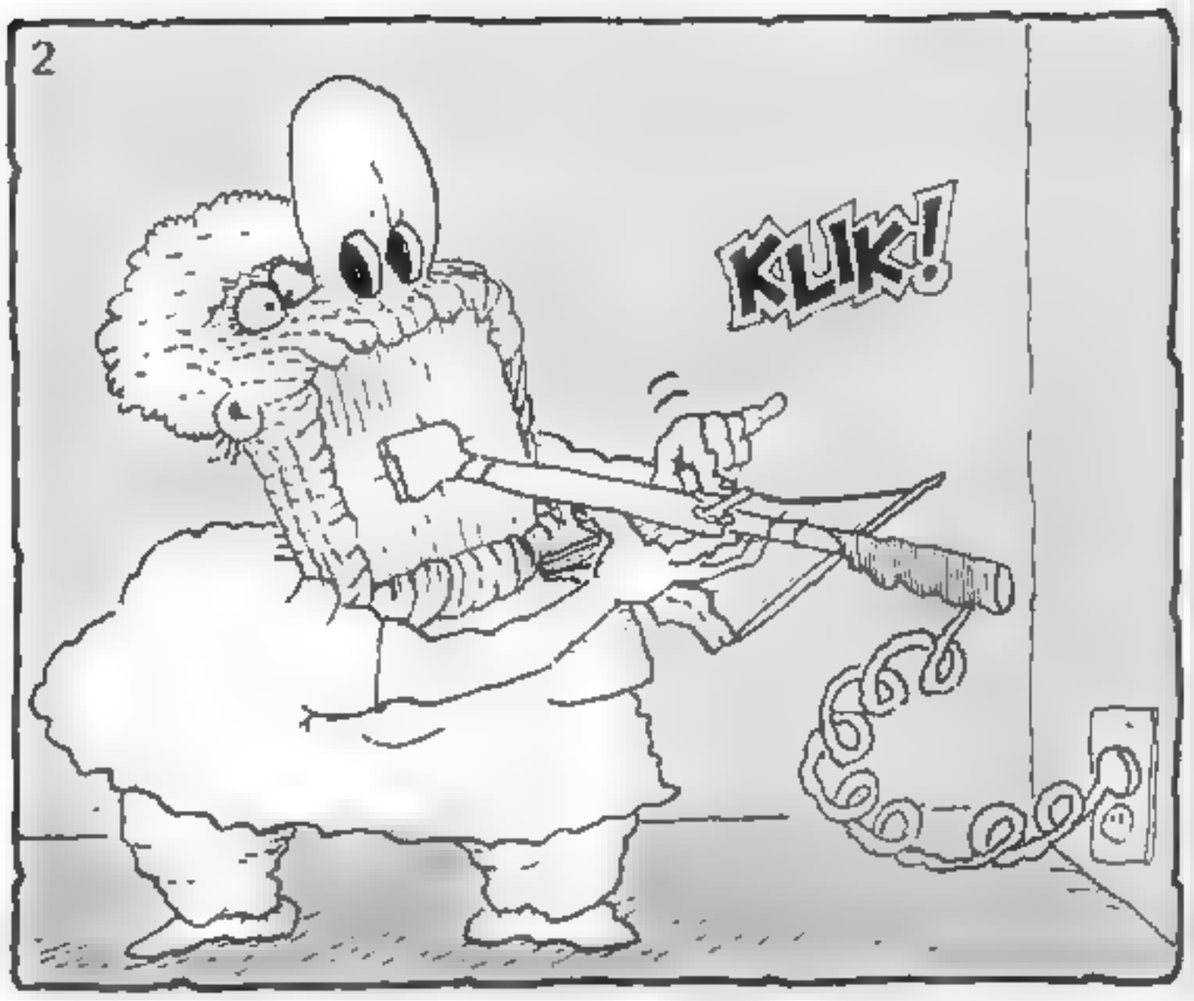
What are you talking about— four arrests? It s you two thieves that are under arrest!

No, four arrests! The four of you! We re real undercover cops! We ve been trailing you for weeks as you go from one school to another and disrupt the education system by fraud, lying, harassing students, betraying confidences, encouraging criminal behavior, and worst of all, impersonating talent! You're all under arrest!

GOING OUT IN A BLAZE OF GORY DEPT.

DUCK EDWING CONTEMPLATES SUICIDE

1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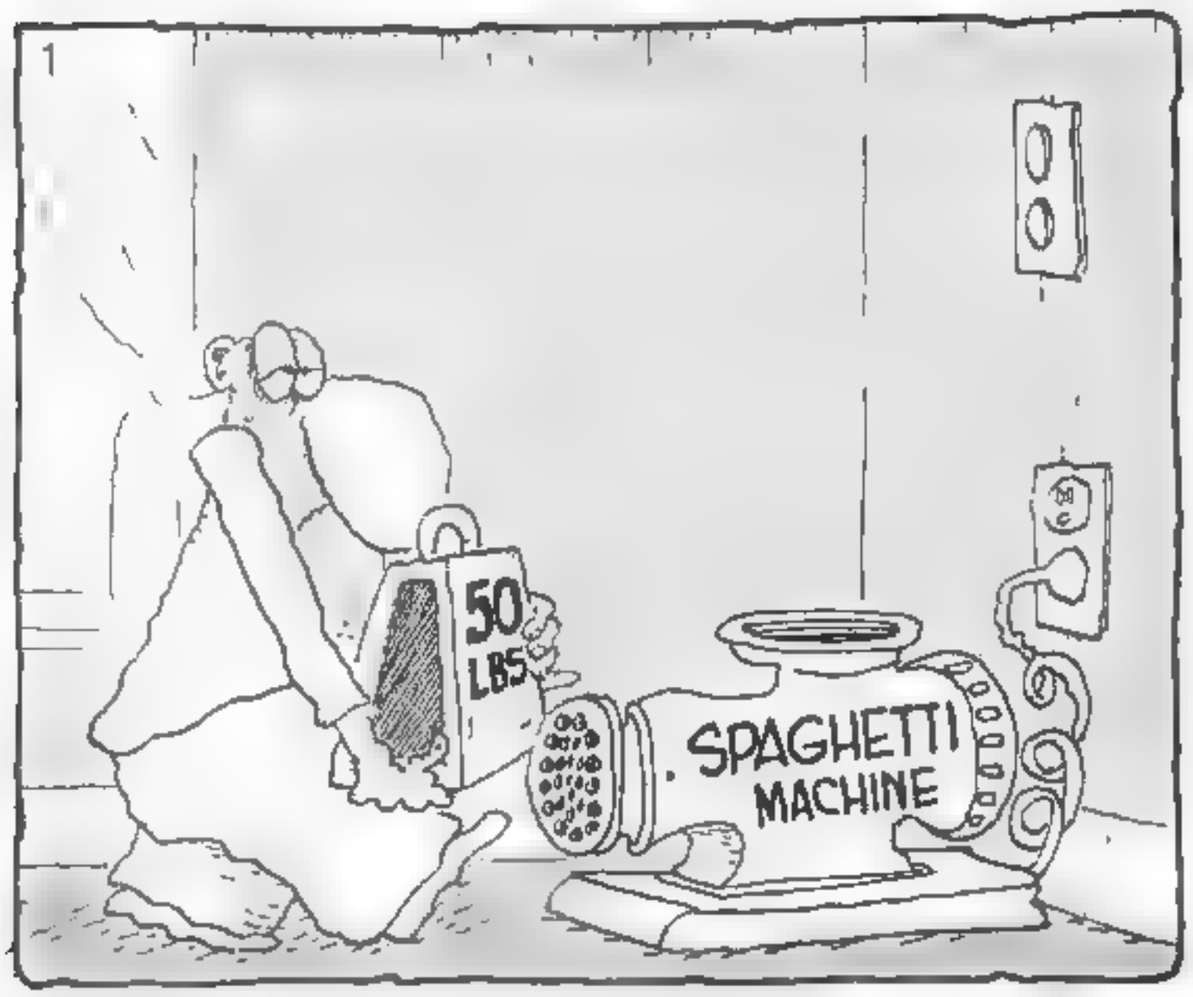
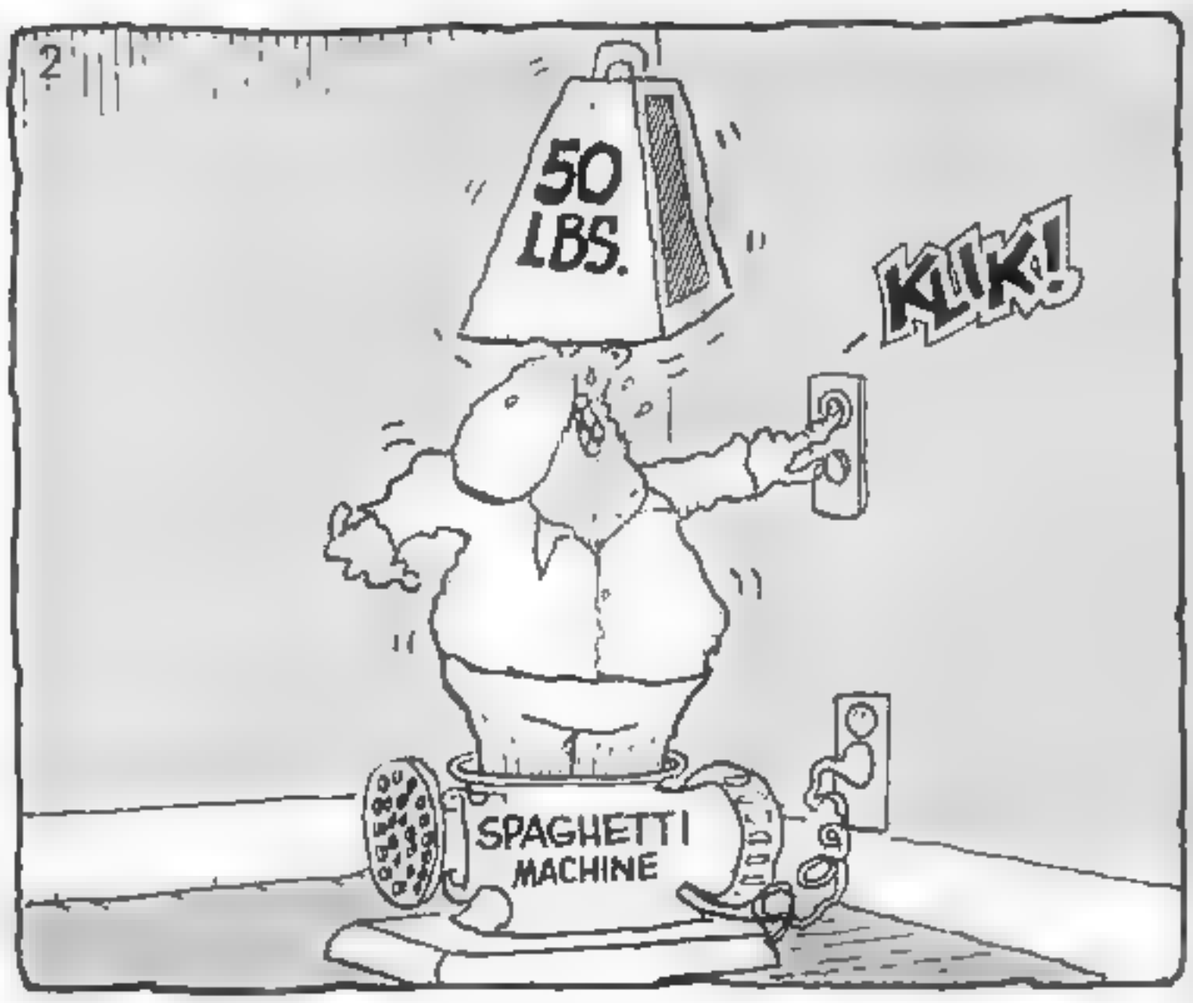
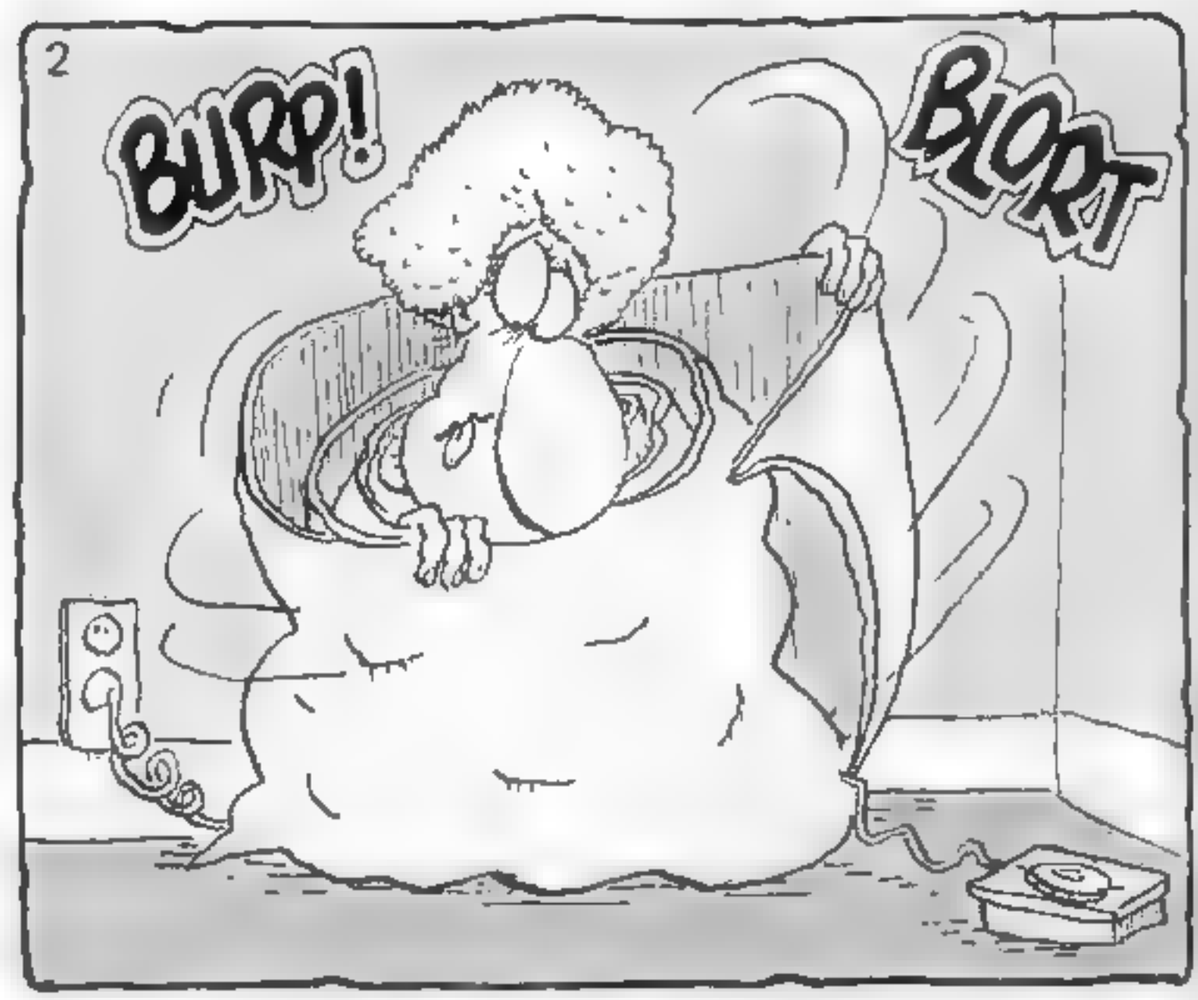
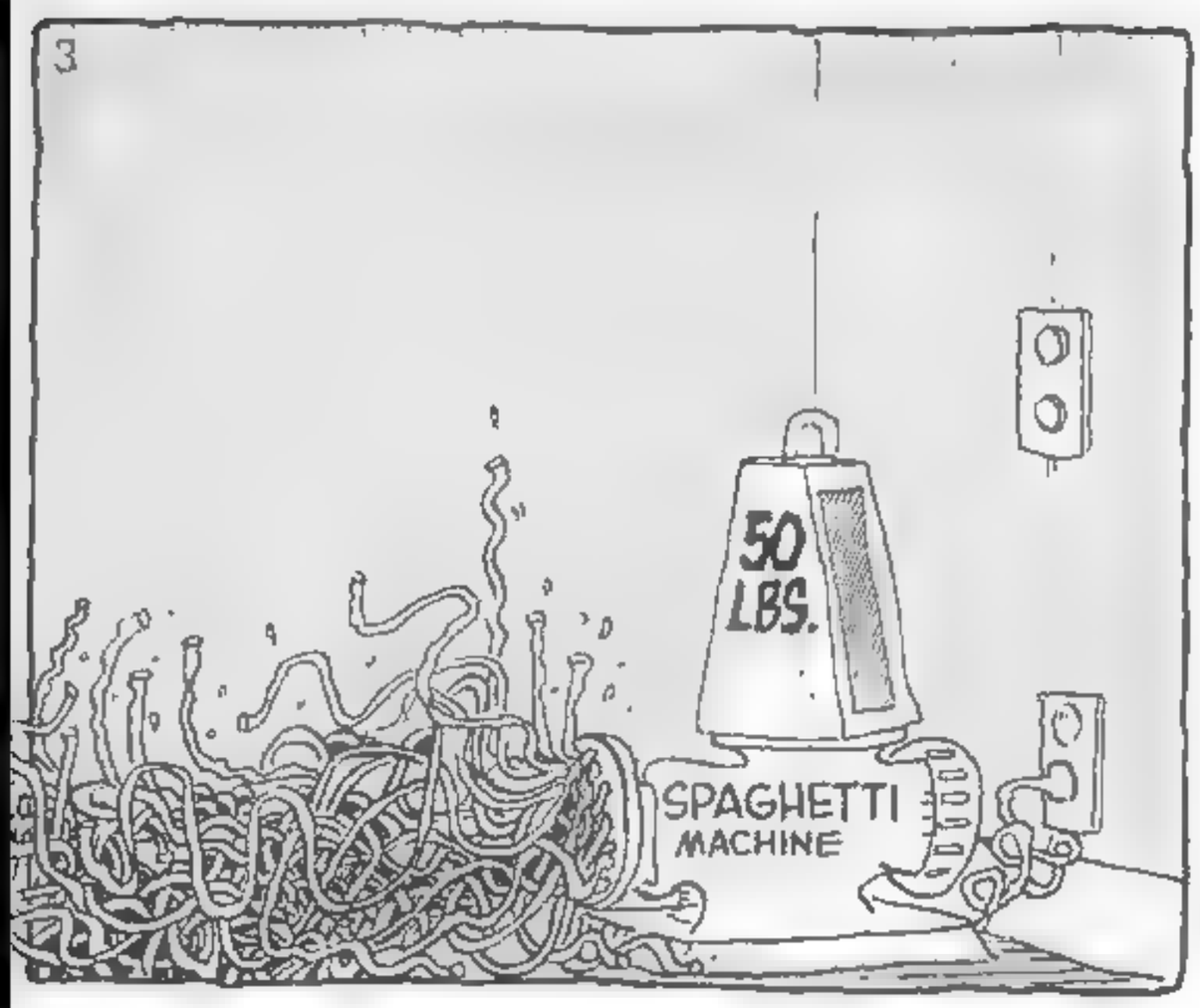
KLIK!

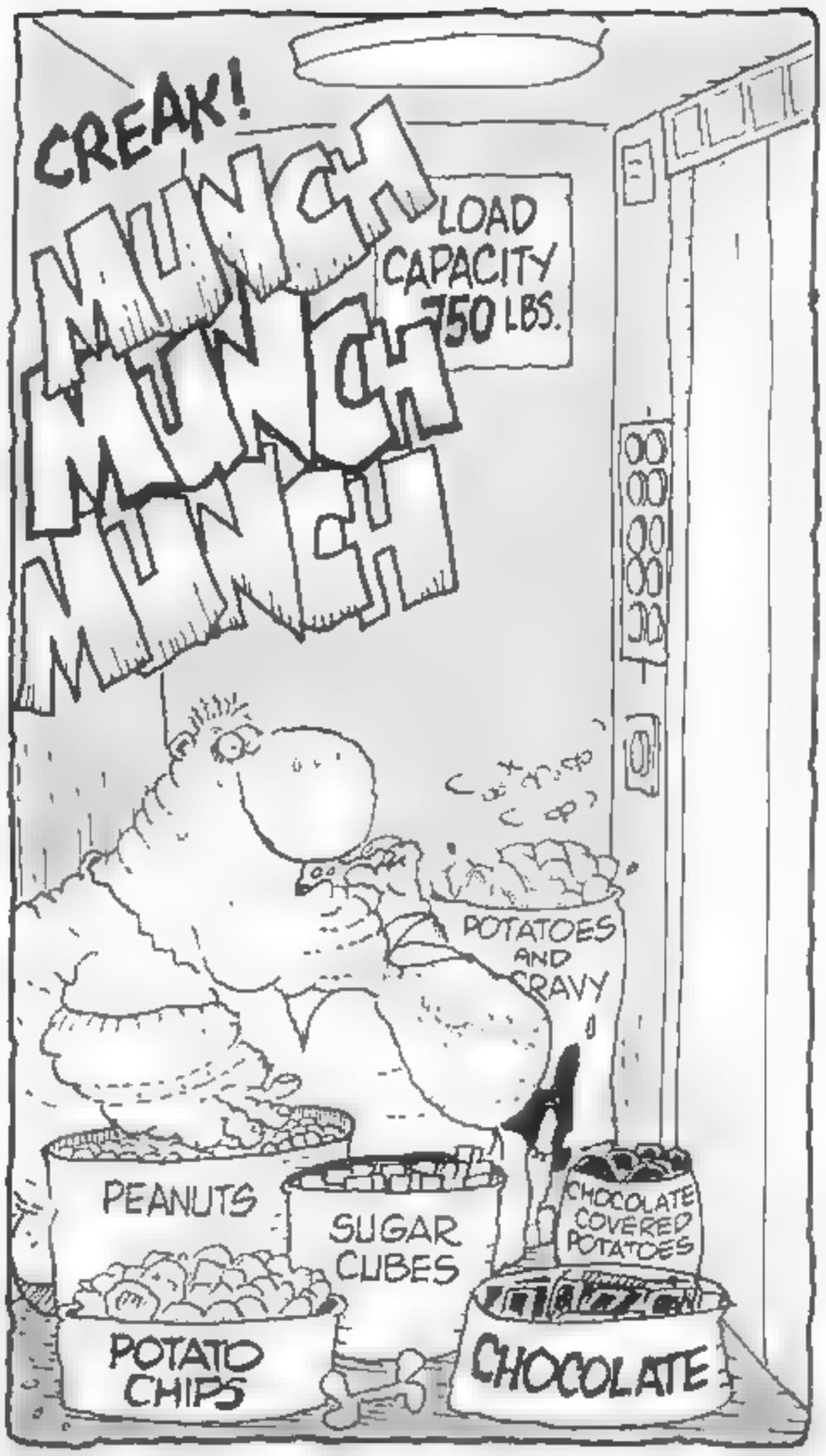

1
50 LBS
SPAGHETTI MACHINE


2
50 LBS.
KLIK!
SPAGHETTI MACHINE

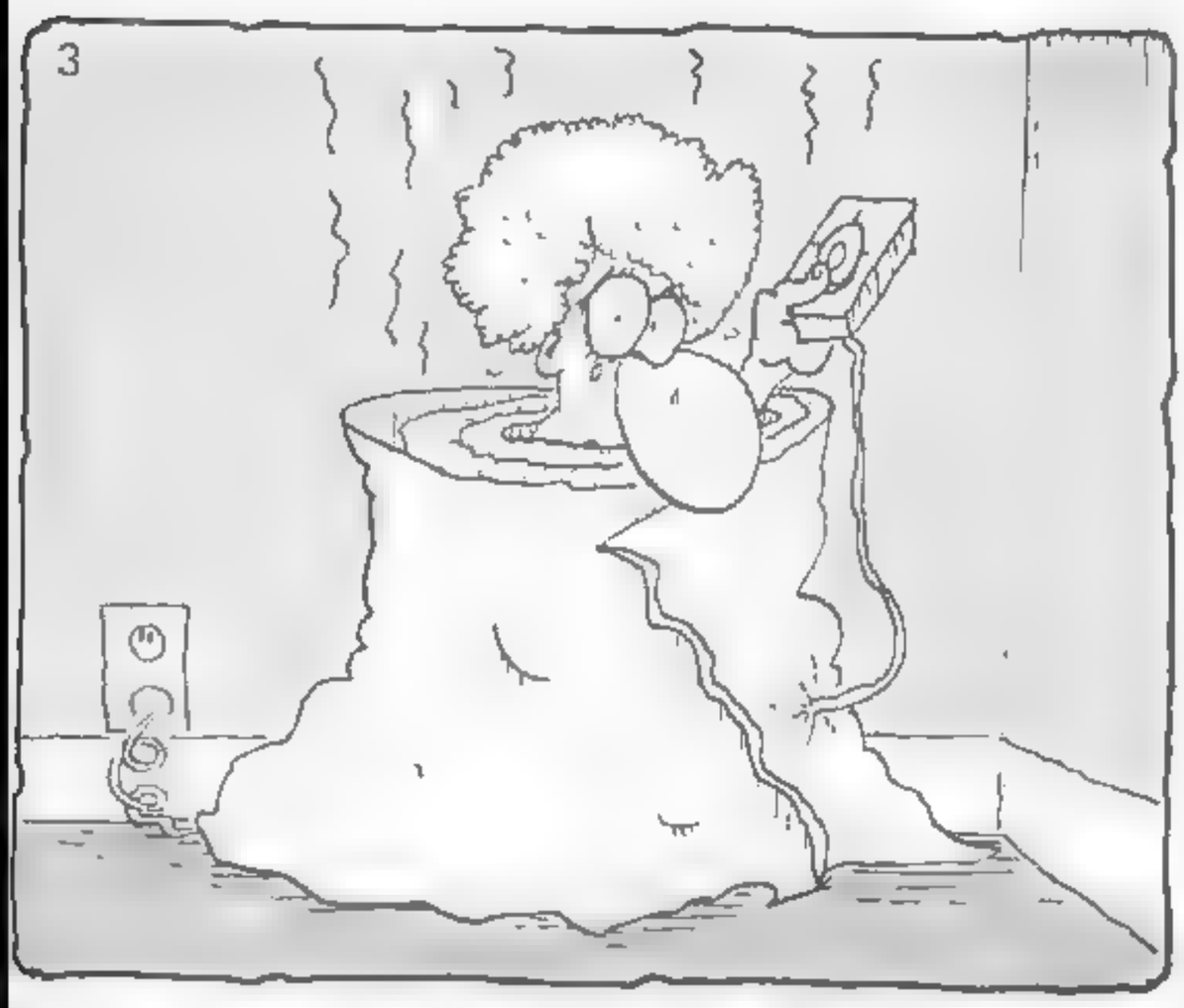
1
5 GALLON POPCORN KERNALS

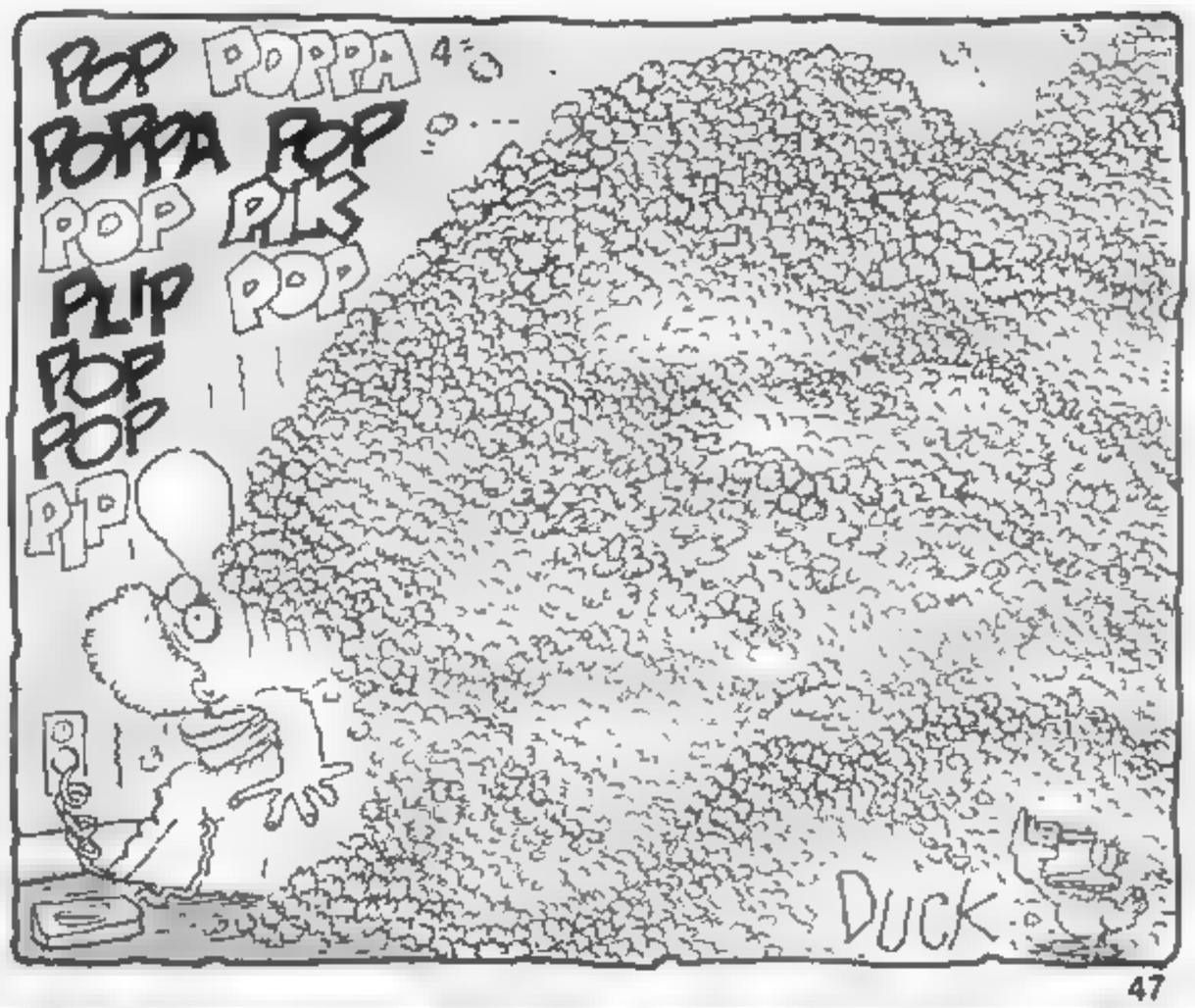

2
BURP!
BLORT





ARTIST AND WRITER: DUCK EDWING





SINGLES SEEN DEPT.

Have you ever read the personal ads taken by those incredibly wealthy, successful, multi-talented, articulate, beautiful PhDs, lawyers and doctors? They sure don't sound like anybody we've ever met. But recently we came across a few personal ads in which the people sounded very, very familiar. You'll know just what we mean after you look through these...

PERSONAL ADS

THAT REMIND US OF SOMEBODY WE KNOW

OR

NAH, IT COULDN'T BE THEM!

WRITER: LOU SILVERSTONE

Former Presidential Candidate—Handsome, bright, horny womanizer seeks serious relationship with a sexy, gorgeous, voluptuous blonde who enjoys a little monkey business, like weekend trips to Bimini and fish-busting in bed. I'm over 50, look a boyish 40 and act an infantile 14. If you'd like to be my running mate, you can cast your vote by sending me a photograph of yourself in a bikini—or better yet, without your bikini! Unfortunately, this ex-front-runner is married—but not to worry, I have a very, very understanding wife. Write Box 22

Handsome White Male Seeks [illegible] beautiful female, 24-36, to enjoy life and touch the colors of the rainbow. Head please [illegible]

Successful MBA 41, 6', 170, very attractive one-year, likeable seeks very attractive very slim (must be) likes, very affectionate friendly easy-going female, full length photo [illegible]

Romantic Dreamer Seeks Understanding [illegible] for caring sharing relationship. I'm very attractive 5'6", physically fit, financially successful female. Please be a very special romantic [illegible] and lots of laughs. You're a success, witty and wise, mid-[illegible] a commitment with a life that is spent in a recreational state! [illegible]

Handsome Head Available I'm not the [illegible] professional, great all around guy, 35, looking for a smart, pretty, slim, absolutely sweet woman 25-35, who's looking for a lot of fun and adventure. Photo [illegible]

Incredible Hunk—Strikingly handsome, suntanned male, endowed with the greatest bod in the world, on the lookout for a Dolly Parton type (someone with a chest almost as big as mine) to be my tag team partner. I am turned on by life's simple pleasures—flexing my 24-inch python, posing and "hangin' and bangin'." All gals into body slams, sleeper holds and getting pinned to the mat are invited to visit my steel cage for a no-holds barred session. Box 67

Handsome Wall Street Executive - 37, [illegible], 5'11" blond, unpretentious great sense of humor likes classic top travel, the beach and many other activities. Hoping to meet that special woman, educated, down to earth, simply sober, who could steal the [illegible] and be a little wild sometimes as well. Send photo so we can [illegible] the night away. [illegible]

Lonely Wife Ate Lonely Executive, 45, 5'8",

Last Eligible Bachelor Tiger - Happy, successful, non-pretentious, non-preppy guy, 48, seeks pretty, witty, whimsical pal for walks, talks, movies, proud lions, photographs, whatever. [illegible]

Very Handsome Male - 37, 6', 170, [illegible] blue, lean, hard body, solid earning, honest. Seeks marriage minded female, 25-32, of character, with good body, moral values. Photo [illegible]

Female Player/Seek, Striking Beauty. Is with knockout body seeks to meet my match! A romantic athletic man, 31-40 with style, humor, looks and success, to enhance my love for sharing fun, pranks, adventure and deeper lives. Are you game enough!!!!! [illegible]

Hot Tub Ale Angel. Bright, [illegible], white, divorced, well-educated, seeks white male, 40-52, sharp, witty, [illegible]

I'm Bad - Extremely wealthy, shy BMVDRLA (black male virgin Diana Ross look-alike). I dig wearing uniforms, undergoing impulsive plastic surgery and collecting snakes, llamas, aging starlets and the remains of dead people. I'm looking for a female with similar tastes to share my private Disney World and to be frozen with me for a hundred years and then brought back to life. I promise it'll be a real thriller. Write Box 0

Male 40. Tall, athletic height, seeks tall, attractive, funny professional female, early 30's for [illegible] romantic events. Photo [illegible]

Handsome, Sensitive, Honesty. I'd love to share these qualities with an intelligent, open, communicative woman, 30-plus, in good shape. I'm attracted to a total package, both body and brain, makeup and, most important, a truly nice person. I'm 40, 5'8", blue eyed, bearded, in excellent shape from running and weight training. I have [illegible] sports and travel. Though not [illegible] I have a good heart and would like to offer the right woman. I'm looking forward to hearing from you. Honesty [illegible]

Hi, I'm a Nice Man - Would like to meet nice, slim lady. I'm tall, good looking, sensitive, well-educated and professional. Enjoy books, art, country living. You're petite, are a slim, sensitive woman of the world who likes to communicate, and is [illegible] in your life. I'm a good listener, with both photographs. If you are serious as I prefer to call [illegible]

Romantic, Gorgeous, Wild Woman. Sexy divorced, stylish purpose, world traveler. Loves haut cuisine, the cosmic Woody Allen, Jean Dubuffet, Federal Hotel and Bar. Deeply career involved. 37, no one believes I'm 48, wants a smart, kind, successful man. Age and appearance not important. Humor, honesty and intelligence are. Object: cozy, no fat, silly, trust, love. [illegible]

Total Lawyer - female, to well-connected caring lady. [illegible], Orange, [illegible]

I'm Hemmed Here Love. But love me for my intelligence, warmth, humanity and genuineness. I'm a mellow, attractive young 30's, upper east side, seeking one uncommon quality man. Our interests may be different - but sensible enough to explore and benefit. Photo [illegible]

An Incurable Optimist. I still believe in love, in partnership and commitment in shared goals and growing a life together. And I still believe there is a bright and successful, sensitive female man who wants to cultivate these values with that woman. He's lovely, expressive blond and sure. It could that man be you? [illegible]

Adventurous Woman (30, female) Seeks "super" man - well-rounded, mentally and humorously - for possible flight into the future. Don't phone. Photo and resume helpful. [illegible]

Successful Attorney. Young 40's enjoys the performing arts, etc. Likes boat, good picnic, Jewish, good sense of humor, looking for a committed relationship with other attractive, bright non-smoker. Age 30's. Photo, please. [illegible]

Successful MBA 41 6', 170, very attractive, one-year likeable seeks very attractive very slim (must be) likes very affectionate [illegible] easy-going female. Full length

True Believer - Sensuous, vivacious, Christian Kewpie Doll with a fantastic figure who's turned on by that old-time religion, seeks to make some heavenly music with a straight born-again. My hobbies are praying, reading the Bible, crying, and spending money (which I consider to be the Lord's bidding). I wear lots of make-up because I believe one should always look their best in case Jesus calls. All God-fearing gentlemen who believe in the Good Book (not your Bible, your checkbook!), get in touch with me at Box 666. Photo and phone number not necessary but donation a must.

Last Eligible Bachelor/Last Tiger—Happy, successful, non-pretentious, non-preppy guy, 48, seeks pretty, witty, whimsical pal for walks, talks, movies, proud lions, photographs, whatever. [illegible]

Mental Midget—Adult male (really) who uses eye liner, rouge, lipstick and wears suits that are too small and a red bow tie, wants a girl with a Peter Pan complex. My favorite things are tooling around on my red scooter, riding my bike (it's a two-wheeler) and playing with my ball of tin foil. My very favorite thing is yummy ice cream soup, tutti-frutti flavor, of course. Just call me up on my picture phone and we can have some neat fun and scream real loud together. Please please send me your picture but make sure it's in black and white so I can color it with my crayons. Box 76

Very Handsome Male - 37, 6', 170, [illegible] blue, lean, hard body - solid, earning, honest. Seeks marriage minded female, 25-32, of character, with good body, moral values. Photo [illegible]

Female Player/Seek, Striking Beauty. Is with knockout body seeks to meet my match! A romantic athletic man, 31-40 with style, humor, looks and success, to enhance my love for sharing fun, pranks, adventure and deeper lives. Are you game enough!!!!! [illegible]

Cock-a-doodle-doo!—Mature, thigh and breast man hunting for a soft, cuddly chick to roost in his coop. Let's compare drumsticks, split a wishbone and do some old-fashioned pecking together. I'm a tough but tender egghead you're sure to enjoy cracking with. So, if you want your nest feathered, don't be chicken and fowl up. Wing me a reply at Henhouse 32

Hot Tub Ale Angel - Bright, [illegible], white, divorced, well-educated, seeks white male, 40-52, sharp, witty, [illegible]

Male, 40 - Tall, athletic height, seeks tall, attractive, funny professional female, early 30's for [illegible] romantic events. Photo [illegible]

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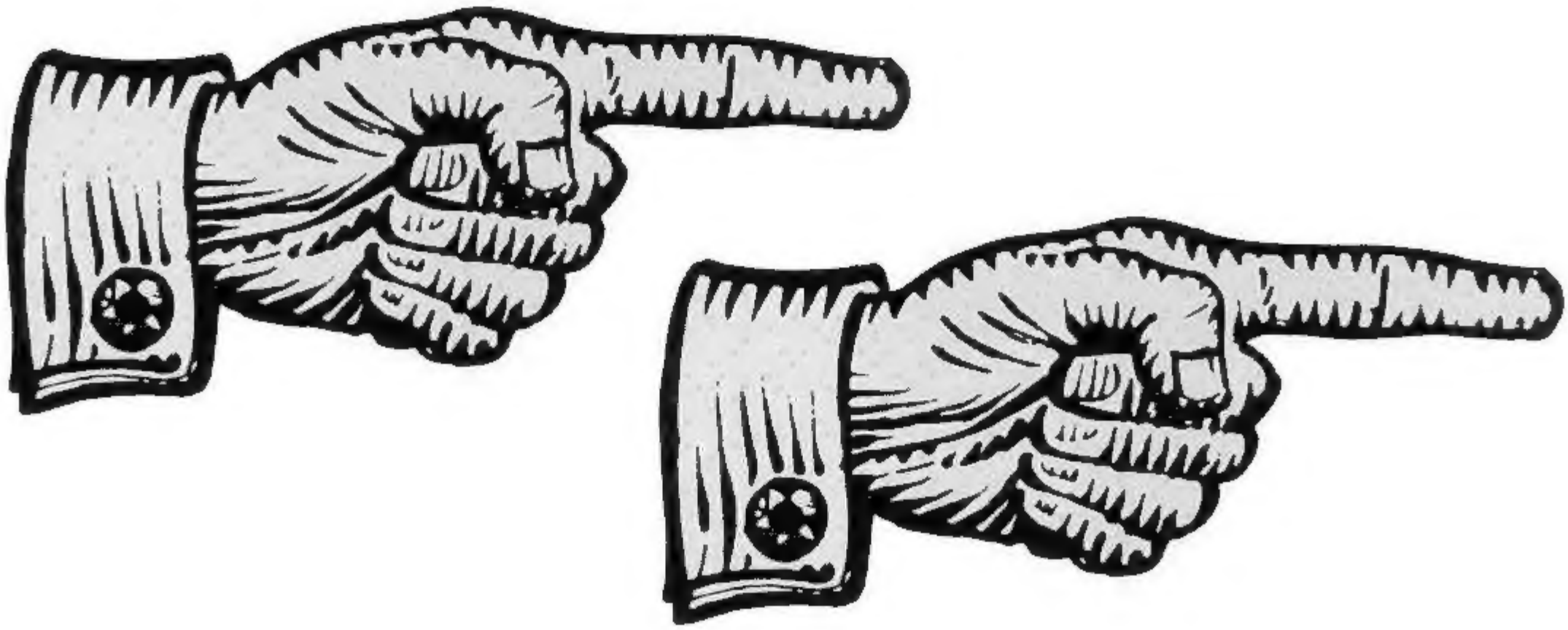
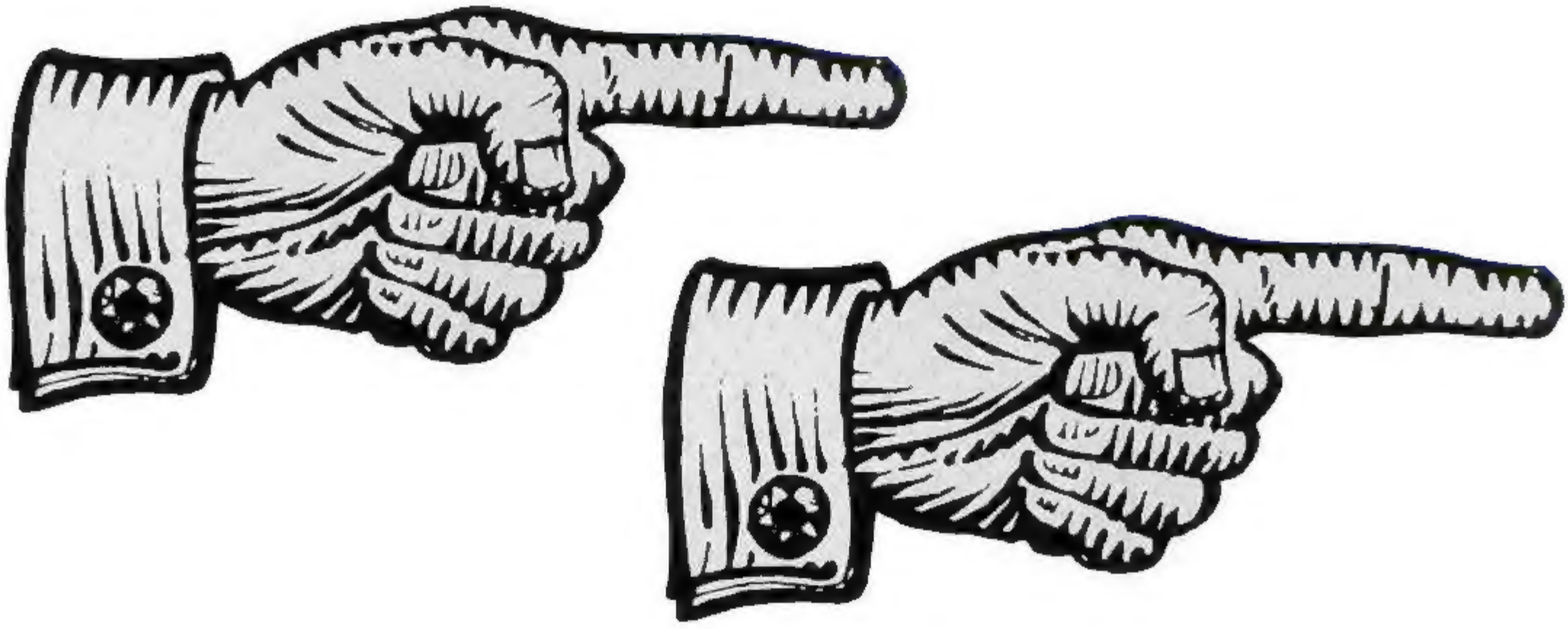


Nothing to see here!

Please skip ahead.



WHAT IS THE LATEST, MOST TERRIBLE FORM OF RADIO ACTIVITY?

HERE WE GO AGAIN WITH ANOTHER MAD FOLD-IN

We all know the horrors of radio-activity. To see an absolutely awful example of it, fold in page as shown.

FOLD PAGE OVER LIKE THIS!

A ► FOLD THIS SECTION OVER LEFT ◄ B FOLD BACK SO "A" MEETS "B"

STEADILY AND RESOLUTELY THE AUTHORITIES ARE FUELING THE PUBLIC'S SENSE OF DANGER. SUFFERING HARM FROM CATASTROPHE IS NOW ONE OF THE MOST COMMON FEARS.

A ► ◄ B

WHAT IS THE LATEST, MOST TERRIBLE FORM OF RADIO ACTIVITY?

FOLD PAGE OVER LIKE THIS!

A ▶◀ B FOLD BACK SO "A" MEETS "B"

STEALING
THEM FROM
CARS.

A ▶◀ B

A MAD FISH STORY

LONG ISLAND CLAM HOUSE

OPEN

ATTENTION
WE DO NOT USE LOCAL
FISH OR CLAMS!
ALL OUR SEAFOOD
IS TAKEN FROM
THE PURE WATERS OF
NEW ENGLAND!

NEW ENGLAND
FISH HOUSE

ATTENTION!
WE DO NOT USE LOCAL
FISH OR CLAMS
ALL OUR SEAFOOD
IS TAKEN FROM
THE PURE WATERS
OF LONG ISLAND
SOUND

WRITER: LOU SILVERSTONE ARTIST: RICHARD WILLIAMS